

PRINTERS' INK

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VOL. XCII

NEW YORK, SEPTEMBER 30, 1915

No. 14



TACITURN TENNESSEE

The virtue of modesty as a commercial asset is a mooted question. There's no slightest doubt of the dollars-and-cents value of the modest violet—let him who buys them in the dead of winter attest that statement. But—violets never brought two-fifty a bunch until somebody carried them up out of the field and put them behind a plate-glass window-pane, thereby making them wholly desirable.

To know anything about what "Taciturn Tennessee" is and does, has been and gives rich promise of becoming, you must even go down into "Taciturn Tennessee" and root it out for yourself. Then, belike, you'll some time make your way down a shady old street of a shady old town and find yourself considering with speculative eye the possible reason for preserving such a ramshackle little old shop as the one before you, with its little old jagged sign bearing the inscription—"A. Johnson, Tailor." Not until you go farther and are confronted with an imposing monument towering skyward and inscribed "to Andrew Johnson, President of the United States," do you get the connection.

Tennessee—and Andrew Johnson, why of course! And now that you come to think of it, also Andrew Jackson. Likewise James Knox Polk. Tennessee—mother of three Presidents, all holding their positions of trust through

some of the most trying years known to the strenuous early history of the country!



On further search it transpires that Presidents are not the only products of her rock-ribbed mountains that Tennessee has sent to the White House. Some of the exquisite marbles, which grace the capitol building, notably the magnificent staircase, came from the Tennessee quarries, which export great quantities about the country yearly. Authorities tell us there is no more beautiful building material in all the world than this glowing pink marble which has given Tennessee third place among marble-producing States.

Modern architecture calls for the use of plenty of marble and doubtless plenty more of it would be used if the beauty of this blushing Tennessee variety were made known. First place is not a very far cry from third place.

Memphis, greatest cotton market in the world, has done much to develop the cotton industry throughout the entire South. Though she was pitifully scourged by the yellow plague from 1870 to 1880, closing all her places of business for months



(The Ayer & Son advertisement is continued on page 99)

Watch the Weather Reports

Observe how temperature varies in the different sections of this country.

"Tropical Clothing" with a two months' season in the north has a four to six-month season south. Overcoats and furs (barring this year's foolish fad) reverse the proceeding.

The open season for house and barn painting varies with climate and temperature.

* * *

How about your advertising campaign? Does it take all these variations into account?

"Business genius," one prominent man has said, "consists of taking advantage of details and by-products which the other fellow overlooks."

Time and season are two such details.

* * *

Standard Farm Papers are the only general mediums* having class or territorial circulation.

There is a Standard Farm Paper for each section or for each division of farming.

This enables you not only to pick your territory but to vary *your copy* and *schedule* to fit each particular section. It guarantees you as near 100% efficiency as is humanly possible.

Details of local conditions to any agent or advertiser on request.



TRADE-MARK OF QUALITY

**STANDARD
FARM PAPERS**

**ARE
FARM PAPERS OF KNOWN
VALUE**

The Ohio Farmer
The Michigan Farmer
Prairie Farmer, Chicago
Pennsylvania Farmer
The Breeder's Gazette
Hoard's Dairyman
Wallaces' Farmer
Kansas Farmer
Progressive Farmer
The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
Oklahoma Farm Journal

WALLACE C. RICHARDSON, INC.,
Eastern Representatives,
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GEORGE W. HERBERT, INC.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

*Used as a whole, Standard Farm Papers furnish the largest national farm circulation at the lowest rate per thousand.

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VOL. XCII

NEW YORK, SEPTEMBER 30, 1915

No. 14

Showing Salesmen How to Think Out Things for Themselves

Authorized Interview by Charles W. Hurd with

R. E. Taylor and J. B. Cowen

President and Vice-President of R. E. Taylor Corporation, Distributors for Garford Trucks in New York, New England and New Jersey.

EARLY last spring a young salesman of the Taylor organization went upstate to sell Garford trucks. He carried with him among other things a "lead" in the form of an inquiry from a town about 80 or 100 miles out of New York, which we will call Smithville. The inquiry was as to the cost of renting a truck for some undisclosed purpose. The Taylor company does not rent trucks, but it thought any person feeling the need for a truck and wanting to rent one was a logical prospect for a sale.

So the salesman went to work upon it. The town being so far away, he decided to save time by getting what information he could in advance. He got in touch with the railroad freight office and asked what kind of freight they were handling at that point, and was told there was nothing of any commercial importance. He inquired in different lines without any result. These sources of information failing, he took the train upstate. On arrival he called at the leading hotel there.

"Tell me," he said, "what kind of business you have up here that calls for trucking and yet does not ship. What do you make out here?"

"Chickens!" was the answer.

"Chickens!" exclaimed the salesman. "Who ships them?"

"Thirty-five or more different raisers" said the hotel man. "One man ships 200,000 pounds a year,

another 150,000, and so on. Ships them by express."

"By express! I see!"

The secret was out. It was fairly obvious that the chicken raisers had been having differences with the express company and had wanted to experiment with a truck and see what record it would make in costs against the express company charges.

LOOKING FOR CORRESPONDENT

He had John Jones' letter in his pocket and made inquiry for his correspondent. Nobody at the station, at the hotel or the post-office knew him. There was no chicken farmer thereabouts of that name, or anybody else likely to be interested in hauling. That was not very encouraging, but the salesman was confronted by a condition, and not a theory, and he refused to give up. He set off in a rig to make the round of the farmers. Some distance out of town he saw a boy at work in a garden near a house and called to him:

"Hi there! Do you know any man by the name of John Jones?"

The boy came over.

"I'm John Jones," he said.

"Oh, you are!" ejaculated the salesman. "And did you write me this letter about a truck?"

"Yes, I wrote that for Mr. Smith, but I don't believe he wants any now."

However, the Taylor salesman started right after Mr. Smith and

before he returned to town he had seen all of the other chicken farmers and learned exactly how they stood with respect to the express. They were shipping more than a million chickens a year, shipping them every three or four days in barrels by express. They told how much it cost them and why they felt it was too much.

The Taylor salesman came away without giving the farmers any selling talk or doing anything more than to tell them he thought there was a solution which he would present to them the next time he called.

Returning to New York he hunted up a trucking contractor

chicken farmers together and made them a proposition.

"This is, as you have suggested, too complicated a proposition for you to go into yourselves," he said. "There is another way to do it. If you will agree to ship by truck, I will undertake to see that a service is provided at a better rate than you are paying. And we will fix the rate up right now."

The meeting then and there settled that part of it. A contract was drawn up pledging the farmers to give their business to the truck concern that was to furnish the service. A clause was inserted providing that it would not sell out to the express company or discontinue its service within such a time.

SOLD TEN TRUCKS

The Taylor salesman returned to the city with the contract for business in his pocket. The first contractor dropped out, but he went to work on other contractors and at length found one who agreed to take the Smithville hauling business and buy Garford trucks to do it with. And when he did find him, he sold him ten trucks!

This piece of creative selling was the individual development by this salesman, A. C. Whitefield, of an idea he had used several times before in a smaller way. The idea was to bring together men who needed temporary truck service and truckmen who could give it. To do this he has often used the New York daily newspapers, advertising for the names of those who want good-sized jobs of trucking and hauling done and then getting provisional contracts from them to do the work at a given price. Having secured these, he would then advertise contracts for work and give them to the contractors who agreed to buy Garford trucks. And though the connections are not always



The Practical Test of Performance
Twenty-five Garford Motor Trucks operating on one single contract

Every one who has seen the business men who use Garford trucks for hauling and carrying goods, and who have seen the Garford trucks in operation on the streets of Lima, Ohio, will tell you that they are well worth the money. They are the best and most complete trucks.

It is in the practical test of long and continuous service that Garford trucks have proved their efficiency and proved themselves to be the best and most complete trucks.

Every trucking company, whether it be a small one or a large one, will find that the Garford truck is the best and most complete truck.

The Garford truck has proved its worth in the practical test of long and continuous service. It is the best and most complete truck.

R. E. Taylor Corporation
Selling Garford Motor Trucks in Lima, Ohio

The Garford Motor Truck Company, Lima, Ohio

Manufacturers of Trucks of 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100, 110, 120, 130, 140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260, 270, 280, 290, 300, 310, 320, 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, 480, 490, 500, 510, 520, 530, 540, 550, 560, 570, 580, 590, 600, 610, 620, 630, 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 790, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 910, 920, 930, 940, 950, 960, 970, 980, 990, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1150, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1230, 1240, 1250, 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1340, 1350, 1360, 1370, 1380, 1390, 1400, 1410, 1420, 1430, 1440, 1450, 1460, 1470, 1480, 1490, 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570, 1580, 1590, 1600, 1610, 1620, 1630, 1640, 1650, 1660, 1670, 1680, 1690, 1700, 1710, 1720, 1730, 1740, 1750, 1760, 1770, 1780, 1790, 1800, 1810, 1820, 1830, 1840, 1850, 1860, 1870, 1880, 1890, 1900, 1910, 1920, 1930, 1940, 1950, 1960, 1970, 1980, 1990, 2000, 2010, 2020, 2030, 2040, 2050, 2060, 2070, 2080, 2090, 2100, 2110, 2120, 2130, 2140, 2150, 2160, 2170, 2180, 2190, 2200, 2210, 2220, 2230, 2240, 2250, 2260, 2270, 2280, 2290, 2300, 2310, 2320, 2330, 2340, 2350, 2360, 2370, 2380, 2390, 2400, 2410, 2420, 2430, 2440, 2450, 2460, 2470, 2480, 2490, 2500, 2510, 2520, 2530, 2540, 2550, 2560, 2570, 2580, 2590, 2600, 2610, 2620, 2630, 2640, 2650, 2660, 2670, 2680, 2690, 2700, 2710, 2720, 2730, 2740, 2750, 2760, 2770, 2780, 2790, 2800, 2810, 2820, 2830, 2840, 2850, 2860, 2870, 2880, 2890, 2900, 2910, 2920, 2930, 2940, 2950, 2960, 2970, 2980, 2990, 3000, 3010, 3020, 3030, 3040, 3050, 3060, 3070, 3080, 3090, 3100, 3110, 3120, 3130, 3140, 3150, 3160, 3170, 3180, 3190, 3200, 3210, 3220, 3230, 3240, 3250, 3260, 3270, 3280, 3290, 3300, 3310, 3320, 3330, 3340, 3350, 3360, 3370, 3380, 3390, 3400, 3410, 3420, 3430, 3440, 3450, 3460, 3470, 3480, 3490, 3500, 3510, 3520, 3530, 3540, 3550, 3560, 3570, 3580, 3590, 3600, 3610, 3620, 3630, 3640, 3650, 3660, 3670, 3680, 3690, 3700, 3710, 3720, 3730, 3740, 3750, 3760, 3770, 3780, 3790, 3800, 3810, 3820, 3830, 3840, 3850, 3860, 3870, 3880, 3890, 3900, 3910, 3920, 3930, 3940, 3950, 3960, 3970, 3980, 3990, 4000, 4010, 4020, 4030, 4040, 4050, 4060, 4070, 4080, 4090, 4100, 4110, 4120, 4130, 4140, 4150, 4160, 4170, 4180, 4190, 4200, 4210, 4220, 4230, 4240, 4250, 4260, 4270, 4280, 4290, 4300, 4310, 4320, 4330, 4340, 4350, 4360, 4370, 4380, 4390, 4400, 4410, 4420, 4430, 4440, 4450, 4460, 4470, 4480, 4490, 4500, 4510, 4520, 4530, 4540, 4550, 4560, 4570, 4580, 4590, 4600, 4610, 4620, 4630, 4640, 4650, 4660, 4670, 4680, 4690, 4700, 4710, 4720, 4730, 4740, 4750, 4760, 4770, 4780, 4790, 4800, 4810, 4820, 4830, 4840, 4850, 4860, 4870, 4880, 4890, 4900, 4910, 4920, 4930, 4940, 4950, 4960, 4970, 4980, 4990, 5000, 5010, 5020, 5030, 5040, 5050, 5060, 5070, 5080, 5090, 5100, 5110, 5120, 5130, 5140, 5150, 5160, 5170, 5180, 5190, 5200, 5210, 5220, 5230, 5240, 5250, 5260, 5270, 5280, 5290, 5300, 5310, 5320, 5330, 5340, 5350, 5360, 5370, 5380, 5390, 5400, 5410, 5420, 5430, 5440, 5450, 5460, 5470, 5480, 5490, 5500, 5510, 5520, 5530, 5540, 5550, 5560, 5570, 5580, 5590, 5600, 5610, 5620, 5630, 5640, 5650, 5660, 5670, 5680, 5690, 5700, 5710, 5720, 5730, 5740, 5750, 5760, 5770, 5780, 5790, 5800, 5810, 5820, 5830, 5840, 5850, 5860, 5870, 5880, 5890, 5900, 5910, 5920, 5930, 5940, 5950, 5960, 5970, 5980, 5990, 6000, 6010, 6020, 6030, 6040, 6050, 6060, 6070, 6080, 6090, 6100, 6110, 6120, 6130, 6140, 6150, 6160, 6170, 6180, 6190, 6200, 6210, 6220, 6230, 6240, 6250, 6260, 6270, 6280, 6290, 6300, 6310, 6320, 6330, 6340, 6350, 6360, 6370, 6380, 6390, 6400, 6410, 6420, 6430, 6440, 6450, 6460, 6470, 6480, 6490, 6500, 6510, 6520, 6530, 6540, 6550, 6560, 6570, 6580, 6590, 6600, 6610, 6620, 6630, 6640, 6650, 6660, 6670, 6680, 6690, 6700, 6710, 6720, 6730, 6740, 6750, 6760, 6770, 6780, 6790, 6800, 6810, 6820, 6830, 6840, 6850, 6860, 6870, 6880, 6890, 6900, 6910, 6920, 6930, 6940, 6950, 6960, 6970, 6980, 6990, 7000, 7010, 7020, 7030, 7040, 7050, 7060, 7070, 7080, 7090, 7100, 7110, 7120, 7130, 7140, 7150, 7160, 7170, 7180, 7190, 7200, 7210, 7220, 7230, 7240, 7250, 7260, 7270, 7280, 7290, 7300, 7310, 7320, 7330, 7340, 7350, 7360, 7370, 7380, 7390, 7400, 7410, 7420, 7430, 7440, 7450, 7460, 7470, 7480, 7490, 7500, 7510, 7520, 7530, 7540, 7550, 7560, 7570, 7580, 7590, 7600, 7610, 7620, 7630, 7640, 7650, 7660, 7670, 7680, 7690, 7700, 7710, 7720, 7730, 7740, 7750, 7760, 7770, 7780, 7790, 7800, 7810, 7820, 7830, 7840, 7850, 7860, 7870, 7880, 7890, 7900, 7910, 7920, 7930, 7940, 7950, 7960, 7970, 7980, 7990, 8000, 8010, 8020, 8030, 8040, 8050, 8060, 8070, 8080, 8090, 8100, 8110, 8120, 8130, 8140, 8150, 8160, 8170, 8180, 8190, 8200, 8210, 8220, 8230, 8240, 8250, 8260, 8270, 8280, 8290, 8300, 8310, 8320, 8330, 8340, 8350, 8360, 8370, 8380, 8390, 8400, 8410, 8420, 8430, 8440, 8450, 8460, 8470, 8480, 8490, 8500, 8510, 8520, 8530, 8540, 8550, 8560, 8570, 8580, 8590, 8600, 8610, 8620, 8630, 8640, 8650, 8660, 8670, 8680, 8690, 8700, 8710, 8720, 8730, 8740, 8750, 8760, 8770, 8780, 8790, 8800, 8810, 8820, 8830, 8840, 8850, 8860, 8870, 8880, 8890, 8900, 8910, 8920, 8930, 8940, 8950, 8960, 8970, 8980, 8990, 9000, 9010, 9020, 9030, 9040, 9050, 9060, 9070, 9080, 9090, 9100, 9110, 9120, 9130, 9140, 9150, 9160, 9170, 9180, 9190, 9200, 9210, 9220, 9230, 9240, 9250, 9260, 9270, 9280, 9290, 9300, 9310, 9320, 9330, 9340, 9350, 9360, 9370, 9380, 9390, 9400, 9410, 9420, 9430, 9440, 9450, 9460, 9470, 9480, 9490, 9500, 9510, 9520, 9530, 9540, 9550, 9560, 9570, 9580, 9590, 9600, 9610, 9620, 9630, 9640, 9650, 9660, 9670, 9680, 9690, 9700, 9710, 9720, 9730, 9740, 9750, 9760, 9770, 9780, 9790, 9800, 9810, 9820, 9830, 9840, 9850, 9860, 9870, 9880, 9890, 9900, 9910, 9920, 9930, 9940, 9950, 9960, 9970, 9980, 9990, 10000.

SELLING AGENTS GET STRONG NEWSPAPER SUPPORT
FROM GARFORD COMPANY

whom he thought he might interest later, and persuaded him to take the trip over the road upstate in a motor-car. On the way they studied the road conditions for the hundred miles and figured trucking costs to the last decimal place. The salesman knew the express charges. There turned out to be a good margin between the two in favor of the truck. It would be a bigger one if a load could be figured both ways.

With all this information in hand, the salesman called the

made, quite a number of trucks have nevertheless been sold in this way.

These are typical instances of the results produced by the Taylor sales methods. You cannot say that the company shows the men exactly how to think selling plans out for themselves, but it does two things that will infallibly accomplish that great desideratum: first, it seeks after star salesmen who will think; and second, it tries to provide the conditions that will make thinking inevitable. It is a highly centralized and standardized organization up to a certain point, and then, just when the National Cash Register Company and other concerns which pattern after it make use of a standardized sales talk, the Taylor company stops short and trusts to individual initiative and personal exposition. How these are developed by counsel from above as well as by disciplined comradeship and criticism in the organization itself will appear from a description of the company and its methods. But first a few further illustrations of the results.

SEVERAL SELLING METHODS

The natural effect of the company's policy is to divide the force into several groups consisting of those naturally inclining to one kind of sales talk or another. Each man gets the benefit of the same training that every other man does, but each man naturally and irresistibly cultivates the company of those of his companions who are most congenial to his tastes. All 25 of the Taylor salesmen have a familiarity with the creative sales methods described above and all either practice them or attempt to practice them at times, but there are four or five salesmen who work strenuously along this line.

One of the nuisances in truck selling is the demonstrations that even some of the best companies, including the Garford, have not succeeded yet in doing away with and that are often expensive, when doing the actual work of a prospect on his routes or trip between excavation and dump. The

out-of-town salesman who headed the Taylor organization for the past six months never gives a demonstration; there are no demonstration expenses to scale down the net on his sales.

"I never spend more than ten or fifteen minutes with a prospect any time I call. Often it is only two or three minutes. All I want the first time is to know how many horses and trucks he is using, the length of his hauls, the number of trips per day and so forth. If he wishes to tell his trucking costs, so much the better, but we know the average cost in each line. I don't try to close him then. I come away and figure out what his truck requirements are. I have told him enough about our trucks, too, to let him figure for himself.

"Then I go back and try to close him, or, else bring him to the warerooms and explain the model I recommend. Almost always he wants a demonstration and then I tell him that I can't give him a demonstration, that we are past the demonstration stage; that everybody knows trucks will save him 30 or 40 or even 50 per cent over his horses; that all he has to do is to look out of the window and see Garfords at work or call up the thousands of satisfied users he can reach by telephone.

SUGGESTS PROSPECT RENT

"Or if he can't believe what others tell him and wants to satisfy himself, I advise him to rent one of our trucks from a local contractor for a day or more. You might think that sounds stiff and independent and that the prospect would resent it, but as a matter of fact it has the opposite effect. When he makes the suggestion for a demonstration, he is really 'sold' on our car and the knowledge that we don't have to be unbusiness-like to get business secretly pleases him and confirms him in his desire to own it.

"If he decides on a demonstration, I give him the names of a few contractors with spare trucks. There are always a number of these who are just finishing one job and are waiting for another.

I can throw quite a lot of business in their way in the course of a year, and they appreciate it and 'pull' for me when they can. I believe I have every truckman in my territory turning up prospects."

Like the other methods mentioned, this particular one of assuming some responsibility for making the Garford truck constantly profitable to its owner and thus turning him into an alert and

Hall and building contracts are located by scouts. Their suggestiveness is, of course, not limited to a means of keeping old trucks busy. They often, and that is the chief object in consulting them, point to new business to be obtained.

MEN INTERESTED IN MECHANICS

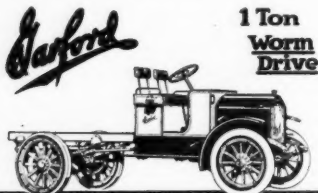
All the salesmen must necessarily talk truck economies and house service, but all need not talk it the same way. One of the salesmen came to the Taylor company from the iron and steel trade. He is firmly persuaded that all men are interested in mechanical operations and construction, at least in the simple forms of them.

"See how a crowd will gather around a steam-riveting job in the street," he says. "They can't help it, it's natural to them."

So he talks to his prospects with enthusiasm about the extra supports in the Garford chassis frame, the extra rivets, the gusset steel reinforcements, the quality of steel in the springs and other parts.

"There is no use talking to the average buyer about the motor or the clutch and all of the technical things about which we have a right to talk if we want to," he said. "He doesn't understand it. But he knows the value of strength to him in the truck. Practically every contractor who buys one does so with the firm intention of overloading it. He is going to do it, no matter what we say. He overloads his horses and he'll overload his trucks. He knows it's foolish and that he's got to pay for it in the end, but everybody's doing it, and he does the same. So he'll buy a one-and-a-half-ton truck when he really needs a two-ton truck. And, of course, while you're selling him, he is tremendously interested in what you tell him about the strength of the Garford. That is what he wants to hear."

Another salesman has his own individual ideas.



Announcing The Maximum Utility Truck \$1450

THIS sturdy, rugged Garford 515 2-wheel truck fits in money widely varying lines of trade.

Like the new Garford one and one-half ton truck, it is designed and built to perform the greatest amount of work at the smallest expense in its particular field.

It has that efficient, smooth running motor which runs easy, the advantages of which have been proved beyond doubt for trucks of medium capacity. And it has the strength and endurance that have marked Garford success for ten years past.

The motor—4 cylinders, 11½ have 2½% stroke—has the power economy to carry its full load economically under all conditions.

The frame—pressed steel, simple reinforced—has the resilience to withstand the stresses of continuous use.

This Garford also has high tension magneto spark, a combined axle.

and four feed riding system assures perfect lubrication. Guided by the highly efficient thermo-siphon system.

In size, design and carrying capacity, this Garford is easily adaptable for use by the big corporation maintaining an extensive delivery system, and by the small retail store with one for only a single vehicle.

It really fits the needs of many businesses which heretofore have been unable to use trucks.

It is a simple, practical, common-sense truck. It has a direct appeal for the substantial business man looking for high grade construction at a reasonable price.

Easy to drive, accessible, economical in maintenance, it will produce great economies for the business which requires a truck of this capacity.

Bodies can be secured to suit practically any requirement.

R. E. Taylor Corporation
Sole American Distributors, Garford Motor Trucks

The Garford Motor Truck Company, Lima, Ohio
Manufacturers of Trucks of 1½, 2, 2½, 3, 4, 5, 6 and 7 ton capacity.

WIDELY DIFFERING CHARACTERISTICS OF NINE SIZES AND MODELS OF TRUCKS HAVE TO BE FEATURED

willing producer of Garford prospects is not the monopoly of any one salesman. It has been collectively evolved as a necessary condition of getting and keeping business in a hard-fought field. One of the most important things all salesmen do is to keep track of all trucking contracts. Mr. Taylor, the president, is authority for the statement that from a quarter to a third of each salesman's time is taken up with doing this. Road contracts are followed up at City



A man can't understand the importance of sewing.

Sewing is woman's universal trade—a highly skilled occupation, and its technical publication is

NEEDLECRAFT

1 MADISON AVENUE
NEW YORK CITY

WILL C. IZOR, Advertising Manager
ROBERT B. JOHNSTON, Western Manager

Member Audit Bureau of Circulations

"The first thing I do in talking with a prospect is to find out if he has ever owned an automobile," he says. "If he has, then we have some basis for discussion. I can get right down to construction and costs, and I hammer away at him without let-up. A man who has owned a motor-car is half educated to the need of a truck. It rarely takes more than three calls to sell him. The first time I find out what he wants a truck for, how many horses he is using, how long the hauls are and other information of that character. I get him interested. The second call I show him the exact difference between horse-service and truck-service and try to close him. If I don't succeed then, I generally do the third time. But with men who have never owned an automobile, it takes longer."

The other night a PRINTERS' INK man went around to take in the weekly salesmen's meeting. Mr. Cowen, the vice-president, treasurer and general manager, was in the chair and Mr. Taylor listened. Mr. Cowen, by the way, has had a wide experience in selling and organizing sales branches in different parts of the world.

First on the programme was a short talk by the technical editor of one of the automobile trade-papers. Following this came a volley of complaints from the men about all sorts of things, generally about belated or inadequate or neglected service of one kind or another. They were looking after the interests of their prospects, or customers. A stenographer took down all the complaints in tacit guarantee of remedy.

After this there were a few minutes devoted to checking up prospects and explaining the state of progress. Then came a brief recital of experiences, good performances by the Garford truck, good or bad performances by competitive trucks. A salesman reported, for instance, that a house using a rival truck had applied at that rival company's service station for a bit of repairing and, being unable to obtain it, had been referred to the Garford service station. Points like this, which

are good for the salesmen to know, will hereafter be put in the new house-organ which is being prepared by Putnam Drew, the publicity director of the company.

TRIAL SELLING

After the experiences of the week came the feature of the evening. Without special notice, one salesman was called upon by Mr. Taylor to sell the truck to another salesman, while a third took critical notes. These men have all received a preliminary training of a week or two before being sent out on the territory, but the counsel and supervision which they receive are not enough to keep them geared up to the highest practical notch. Even the liveliest discussions will not take the place of demonstration, and Mr. Taylor has fixed upon this weekly selling test as being at once the most difficult and most satisfying way of discovering and eliminating the weak spots in the sales canvass. Nobody knows when he will be called upon to sell or criticise, and everybody consequently is on his toes to know his car and his proposition like a book.

But the truck limbo is paved with good intentions. The salesman who played that selling part in the night's demonstration was caught tripping several times. The most serious fault was in prescribing the size of trucks the imagined customer would want before he had obtained all the needful information and figured on it himself.

"If you were an architect," said Mr. Taylor, in comment, "and I asked you to build me a suitable building for \$116,000, could you do it without further specifications? That is what you were trying to do. If you were a doctor, you couldn't prescribe without knowing my symptoms. If I could get you all to go to the prospect and tell him directly that you have called to interest him, that you know you can save him money, and that if he will talk frankly with you and confide in you just

(Continued on page 114)

Nujol

REG. U.S. PAT. OFF.

The investigation of the possible market, the trade investigation; medical journal, newspaper, magazine, street car and bill board advertising; the sales literature to the trade and medical profession, the dealers' helps on Nujol—all have been developed by the H. K. McCANN COMPANY through its offices in New York, Cleveland, San Francisco and Toronto.

We have a booklet entitled "WE HAVE A MAN WHO KNOWS" which describes our organization and work. We should like to send it to you.

THE H. K. McCANN COMPANY
NEW YORK CLEVELAND TORONTO
SAN FRANCISCO
AT NEW YORK, 61 BROADWAY

The Dealer's Margin of Profit as Sales Argument

Rightly Computed and Explained It Will Win Good Will and Help Maintain Prices

By Paul Findlay

[EDITORIAL NOTE: For many years Mr. Findlay was a merchant himself. He also served a period as a manufacturers' representative to the trade. He is now in charge of the dealers' service bureau of a large New York corporation.]

THE most important single thing that the manufacturer can do to promote greater confidence and understanding among, and thereby obtain a larger measure of intelligent co-operation from, retailers is to compute and state the retailers' margin on the retail selling price.

It is important that this margin be fair and equitable.

It is desirable that it be even liberal.

But more important and desirable is it that the margin be correctly stated in the arithmetical ratio which it bears to the retail selling price.

And why?

First. Because this method is right and true.

Because it is correct in its relation to universal custom in the computing of expenses.

Because it is accepted and used by such authorities as Field and Wanamaker, Leggett and Sprague, Acker and Jevne.

Because examination of its conservative understatement always strengthens it—as we shall see below.

Second. It is becoming widely known. Ten years ago only a scattering few of the more intelligent retailers, usually those of British or Canadian training or antecedents, used this method or had this viewpoint. To-day a rapidly growing proportion is using it and even the most ignorant have heard of it and are apt to ask awkward questions. So you'd better get in line with the right dope if you want to "get" the retailer of to-day.

That is why so many grocers

are chafing under a gross margin of 16 $\frac{2}{3}$ per cent which formerly they accepted without question as the "20 per cent" stated by the manufacturer.

LET THE DEALER KNOW

Because grocers are becoming better posted in business arithmetic many cereals, including the one most widely distributed in this country, and a heavily advertised package specialty, are forced across the retail counter against the grocers' antipathy and even active antagonism; and because of this condition, grocers generally are eagerly looking for a suitable substitute for the cereal, while a competitor of the package specialty has made wonderful strides during recent years.

Another statement now very frequently questioned which formerly passed all but universally is that one case free with five constitutes a discount, or price-concession, of 20 per cent. One case free with five is now quite usually regarded as a 16 $\frac{2}{3}$ per cent concession; and enlightenment is travelling rapidly.

The following, most absurd of all "con spiels," was once put up to me by a cigar salesman:

"I put you in these magnificent five-cent sellers on a plan whereby they stand you \$30.00 a thousand—regular price \$35.00."

"How?"

"I send you 1100 and bill them at \$35.00. You sell 100—which I thus give you *free*—for five cents each, \$5.00 for the hundred. So your thousand cigars cost you only \$30.00!"

That kind of thing used to "go," else the salesman would not have been primed with it; but now almost any tyro sees that he would pay a trifle less than \$31.82 per thousand for those cigars.

In January, 1903, I wrote in the *Modern Grocer*, Chicago, a suggestion for the New Year: "Figure your margins on your selling price and *not* on your cost." Ignorance was so common that the resulting correspondence, pro and con but mostly con, continued for upward of two years. A similar statement would evoke almost no comment to-day.

Manufacturers who properly estimate the tremendous importance of general retailer-good-will are becoming daily more alive to the growing intelligence of the average retail dealer.

Last summer a man offered me some "dustless" mops on a basis said to yield me 70 per cent. Examination demonstrated that the real margin was 43 per cent. I bought the mops. Forty-three per cent was good enough for me; but I was a bit nettled to have him try to play on my supposed ignorance in that way.

I asked him why he made such an outlandish statement. He was as ignorant as he had thought I was and had done what his employer told him to do; but he was diplomatic enough to acknowledge that I was right. Then I told him to use my method in future—on his own initiative—because he would thereby gain the respect and confidence of the best merchants.

Why should any vendor of a commodity which actually bears the splendid margin of 43 per cent seek to exaggerate that margin? To meet and beat "the other fellow," of course. But overstatement and exaggeration are boom-crangs which will come back and hit you, mongrel chickens which will inevitably come home to roost, while clear understatement will win, as the following shows:

DEALERS APPRECIATE KNOWLEDGE OF
THIS SORT

In 1906 I had my first experience selling goods to retailers. The commodity was an olive oil. It was made in Los Angeles and its natural market was California where most American olives and olive oils are produced and consumed.

As I studied my selling problem before going out to sell, it occurred to me that I was going to market one olive oil among many brands. All were California products. All were equally pure. All were sold in the same sizes of packages. All were intended to retail at the same prices. My one advantage was in the better margin which my prices and a deal enabled me to offer retailers. Hence, it was obviously my business to stage my proposition as attractively as possible; yet I knew that any statement which would not stand rigid examination would not serve as the foundation of a permanent business.

Analysis showed me that my olive oil, bought on my smallest deal and sold at prevailing customary prices, would pay the retailer nearly 54 per cent on his cost or 35 per cent on his selling price. I knew that most retailers figured on their cost, so I formulated my talk on that fact.

After the usual preliminaries, covering quality, measure, policy, whether he was in the market, etc., were disposed of, I allowed a pause to intervene. Then I said quietly, almost hesitantly: "And my oil pays you a better margin than—any—other—oil."

That would stir up interest. The grocer would look up and say: "That so? What does it pay?"

Then, very slowly, and with a smile:

"Over 53 per cent as you would figure it, or 35 per cent as I figure it."

Immediately and universally there was interest. From then on discussion was animated. Customers might interrupt; the grocer might be detained from five to forty minutes; but always he would come back to me on the first opportunity for explanation.

I made slow progress. I called on few retailers daily. But I made *customers* for my concern. In four months the sales were doubled. Every retailer with whom I talked came to regard me as a friend, a counsellor on whom he might depend for honest

suggestion. I was always welcomed back again on my recurring rounds.

A few examined me strictly—a very few. One big druggist in Riverside took my statement on paper and, after going over all figures, said: "Young man, you are the first salesman I have ever seen who stated costs and margins correctly. Tell me why you do it?" I smiled and said: "Because I want your confidence. I want to sell you again. I want to return as often as I come here and be welcome every time." He understood. We "shook." We were friends.

Third. Retail prices will be maintained more strictly, more universally, if the retailer is educated. The correct computation and statement of retail margins is educative. Therefore, price maintenance will be greatly advanced through a correct computation and statement of margins.

So much for logic. Now for experience.

Price maintenance had been popular in California for a long time and I desired to utilize that popularity; so I stated the retail selling prices on our olive oil and cautioned the purchasers against cutting. I backed up that caution by emphasizing the moderate margin—35 per cent. I argued that the retailer must retain the full margin on all the 35 per cent goods possible to offset the six per cent sugar, the 10 per cent kerosene, the 12 per cent flour, etc. My argument was fair, reasonable and carried home on the basis of 35 per cent because that is the proper margin for high-grade canned goods, fancy syrups, high-grade coffees and other items of a semi-luxurious character. It would have been much more difficult for me to convince the conscientious grocer that he should retain 53 per cent plus. It would have been all but impossible for me to convince the ignorant dealer that 53 per cent plus did not provide ample leeway for him to put one over on his competitor.

"But California is peculiar?"
Not a bit of it. Human nature is

the same in California as it is in New York.

In 1910-11 I was helping to put Sealshipt Blue Point Oysters on the retail market in Manhattan. The goods were a departure. Manhattanites having eaten oysters only off the shell before that. Also, oysters had been handled by fish dealers and in markets, but never by grocers. We added grocers to widen distribution; also because interior experience had clearly demonstrated that grocers are good distributors of oysters.

To induce consumers to ask for Sealshipt Blue Points the excellence of handling and packing was emphasized; but the argument was capped by the plea of economy: "30 in a pint for 30 cents," was what we said.

But there is no special organization in New York. Surely the idea of a fixed selling price could not be put across. Demoralization is proverbial in Manhattan, price, pure price, being the only argument of some of the biggest dealers.

Obviously, to sell anything yielding a margin of 43 per cent would be to invite disaster to any dream of price-maintenance; and Sealshipt Blue Points yielded 43 per cent on cost. But we said nothing whatever of any margin on cost. The yield on selling price was 30 per cent, and it was comparatively easy to convince almost any dealer that 30 per cent on a semi-perishable article was a margin so moderate that he must retain it all.

We had no trouble whatever with cut prices on Sealshipt Blue Points, so here again results justified theory.

Some manufacturers hesitate to adopt the advanced method of stating the margin on the selling price, fearing the influence of established custom. But, in the first place, that custom is rapidly becoming disestablished, as I have shown; and, in the second place, it will be noted that if any old-fashioned retailer should take issue with you, he will make the stated margin wider than you say it is—and that cannot work anything but benefit to your goods.

Manhattan Shirt Co. to Become a National Advertiser

Will Begin a Campaign for "Mansco" Underwear, to Start Next Spring, Using 14 Periodicals—New Trade-mark Links Up With the Old—Some Details of the Campaign

IT is significant to note that firms which have held a leading position in their fields without advertising during many years are now planning campaigns or are in the midst of them. Recently PRINTERS' INK told the story of Schinasi Brothers' entrance into advertising and the new General Chemical Company's campaign on Ryzon baking-powder was described.

Now comes the news that the Manhattan Shirt Company, an

1869 has been in dealers' stores and windows. Eight textile and dyeing plants give the company an unusual position in the field, for it is the only shirt concern dyeing the yarns and weaving the fabrics which go into the finished product.

The fact that Manhattan Shirts were not advertised to the consumer has in the past made substitution possible in many instances. The new trade-mark, Mansco Underwear, is used with the slogan, "Cool As A Breeze," and an electric fan helps convey the idea of the breeze.

The H. Sumner Sternberg Company has charge of the advertising.

St. Louis Business Men in the "Movies"

Directors of the Mississippi Valley Trust Company, of St. Louis, recently posed for motion pictures in a photo play written by the company's publicity manager, G. Prather Knapp. One of the scenes demanded a view of a bank's board of directors in session. Among those who voluntarily became film "actors" were John I. Beggs, president of the St. Louis Car Company; Henry W. Peters, vice-president of the International Shoe Company; Robert H. Stockton, president of the Majestic Mfg. Company, and S. E. Hoffman, vice-president of the Merchants-Laclede National Bank.

Akin to Devote Entire Time to Sales of Huyler's

Benjamin Akin has resigned as advertising manager of Huyler's to devote his entire attention to his work as sales manager and especially to sales promotion work on the cocoa and chocolate end of Huyler's business.

The position of advertising manager will be discontinued, though matters of advertising policy will be brought before Mr. Akin for decision, as in the past. He states that Huyler's will probably invest more money in advertising this fall than in previous seasons.

National Bank Advertising Curtailed

Recently the California superintendent of banks issued a decision forbidding the national banks of the State from advertising for savings accounts. The decision followed a statement of Federal Reserve agents saying the national banks could advertise for savings accounts. The California law is contrary to such advertisements, according to the superintendent, who added that he intended to enforce the statute.



\$8,000,000 corporation which originally was founded in 1867, is preparing to advertise nationally. A campaign on a new product, Mansco Underwear, is being created and a list of 14 national periodicals has been selected to carry the advertising. The underwear campaign will be the entering wedge for the national advertising of Manhattan Shirts.

The only advertising Manhattan Shirts have been given since the registration of the trade-mark in

291 Dalhousie Street
Rangoon, Burma, India

"I am a subscriber to your magazine and write to let you know what a fine magazine I think it is, both as to reading matter and illustrations. How you do it for the price is a wonder. * * * * *

LIONEL A. BELLETTY

The view of the subscriber from India is the opinion of 495,286 purchasers of Hearst's in the United States and Canada.

They evidence the fact that *Hearst's* is a liberal 15c worth by an increase of nearly 100% in our circulation in the last six months—240,287 copies.

From a total of 495,287 copies ordered for October (Hearst's is non-returnable) 390,287 will go to supply the newsstand demand—the balance will go direct to subscribers by mail.

390,287 readers will walk up to the newsstand, buy Hearst's and *read it*.

You advertisers and advertising agents who are experts in economical buying and selling—you who are intensely interested in reader interest and reader contact, *know—*

That 390,287 direct newsstand buyers are not buying Hearst's to throw it away:

That when more than 75% of a publication's circulation is bought voluntarily *over the counter*, it represents *reader interest* of the finest type:

That when in addition to this 390,287 purchasers, more than 100,000 more subscribe for the magazine without greater inducement than the magazine itself at *full price*, Hearst's has hold on its readers as few magazines have:

That when a magazine commands a fair price from its readers, its advertising rate is naturally less per thousand of circulation than magazines which practically *give* their product to the public and depend upon the advertiser to make up the difference.

Hearst's Magazine will bear your closest inspection. It offers you reader interest of an exceptional type, at a very low rate.

October circulation 495,287.

December forms close November 1.

Hearst's Magazine

119 West 40th Street
New York City

908 Hearst Building
Chicago, Ills.

LAYOUT *and* COPY MAN—

A clever young man, able to make attractive pencil layouts from his own ideas or those given to him, and to prepare copy, is wanted to take charge of our rapidly developing

SERVICE DEPARTMENT

The right man can fix his own salary. Unusual opportunity for advancement and increased responsibility.

All applications, which must be in writing, will be treated in confidence.

Please state these three things clearly:

- (1) Experience
- (2) Salary expected
- (3) Age

W. G. Woodward
Advertising Manager

The New York Tribune

First to Last—The Truth:
News—Editorials—Advertisements

Systematizing the Sales Story

How Can Salesmen Be Induced to Present the Plain Facts in a Logical Way?

By G. L. Willman

Advertising Manager and Assistant Sales Manager in Charge of the Territory West of Detroit of the Studebaker Corporation of America

IF we were to treat this subject in its broadest sense, it would involve the use of system in several different things relating to the salesman's work: his method of finding prospects, of developing prospects, keeping track of prospects, following up prospects, his hours of work, methods, habits.

Let us consider just one way in which system might be used in sales work—in the sales story the salesman tells to the prospect.

Some companies have gone a long way in the development of systematic "sales talk" and with varying degrees of success, but almost always with success. It will probably be conceded, however, that as a general rule, the salesman is hired, or "promoted from the ranks" and sent through the store or factory, given an opportunity to learn certain things from observation and by listening to the stories of the officials responsible for his success. He is given the main "sales points" in a very general way. Very rarely indeed is any effort made to impress upon his mind the logical association of the sales points or their true relative value to each other. Very little elaboration is given from a human-interest standpoint.

There are perhaps comparatively few companies which have ever attempted even to put their sales points in writing or in "mimeograph" form to give to their salesmen. In instances where it is done, the points are usually hastily dictated or put together and turned over to the salesmen. Yet, the same company, if it is a manufacturing concern, demands that its engineers qualify with a college degree requiring four years of specialized work. They are given their first position at a very small salary in a very lowly place. They handle their work in scientifically equipped laboratories and their ef-

forts are within the grooves of mathematically exact science.

Factory efficiency has been developed almost to the point of a by-word—there is, indeed, some question as to whether or not there isn't really a surplussage of efficiency.

THE OLD SCHOOL FOR SALESMEN

The poor salesman, however, too often develops his college training in salesmanship in the shipping-room or in the stock-room.

Then he is given a three weeks' or a three months' observation course and sent out with his sample-case or catalogue, and if he doesn't get as many orders in the Kokomo district as Jones does in the Kankakee district, he is fired.

The very fact that some of our readers will quarrel with this very general characterization of modern sales-training is a good sign, because it proves that some firms are waking up to the pitiable inadequacy of this method of preparing men for the most important part of commercial work.

In a generation from now, the indications are that our salesmen will be as carefully, as systematically or as *scientifically* trained, if you like, as the engineer who designs the goods, or the superintendent who manufactures them.

The enemy of progress in this direction is the salesman himself. However broad-minded he is, he inwardly resents the idea of "studying salesmanship," and possibly the reason he does so is because the study of salesmanship up to date in many cases stands for a great deal of "bunk."

There are sales courses and sales courses and sales schools and sales schools. In the salesman's mind, however, there is often much doubt as to their practical value.

But, you say, there are hun-

dreds and thousands of students enrolled in these courses. This is very true, but there are hundreds, thousands of practical salesmen that are not enrolled. A great many "students" in these courses are boys and young men, who believe the best way to become salesmen is to take a sales course. The practical salesman in the field doesn't like the idea of "going to school." He is usually very skeptical about the sales course at the home office. He thinks that the men who run these courses are visionary theorists who know nothing about actual conditions in the field.

Then, of course, the salesman always says, "Well, a sales course is all right and sales points are all right, but there are no two prospects alike, and you can't get a different sales course for every prospect."

Then the management comes back and says, "There are no two salesmen alike. Every salesman has his own method. He's got to be natural, use his personality and you can't make a parrot out of him by making him learn a lot of stuff to sing off to his prospect."

Unquestionably there is a "sales story" to every product.

There are some specific and distinctive points which commend that particular product to the consumer: The number and variety of these points must vary, of course, with the product, but there is a *sales story* and there is a *best way of telling* that sales story. There is a logical way of arranging and amplifying each point. If the article is an automobile, there are an infinite number of sales points which may be classified under many different headings. Unquestionably, every automobile salesman could be infinitely helped if he could obtain from his factory a complete knowledge of the definite arrangement of the points under each classification, and if he knew the amplifying facts which go with each point. Every single prospect is particularly interested in some particular feature or features of an automobile.

The value of a salesman's knowledge of human nature is limited to his ability to ask the prospect a few leading questions, find out what particular feature of the product interests him, and then to concentrate his sales talk on the specific features of his product in which the prospect is most interested.

HIT-OR-MISS SYSTEM

If you were selling an automobile retail to a prospect it wouldn't take a very deep knowledge of human nature on your part to know that that man could be sold on power and power only if he said, after a few moments of introductory talk: "What I want is a car that's got plenty of pep and power, one that you can get away quick with, one that will keep the other fellow from passing you and take a hill on high."

If in my factory sales course, under the classification of "Power," I had ten or fifteen points logically arranged with amplifying facts, convincing reasons and clinching arguments, I would be much better equipped to get this man's order than if I should say:

"Well, this certainly is the car you're looking for; 50-hp. motor, plenty of snap and pep and flexibility; she'll throttle down to two miles an hour or jump to 60 in a block, and you ought to see her go up Corey Hill—she'll take it on high flying. Why, I was out the other day and the ——— car tried to get by me. Why, I left it in the street as though it was standing still."

If you've ever bought an automobile you will probably recognize the lingo. I do not believe that this is "sales efficiency."

I believe that there are better ways of convincing a prospect that a motor has a genuine claim for power. I believe that there are appealing facts and reasons which will convince the prospect of their validity.

Then, in the demonstration of the car afterwards, the prospect knows why this specific car does a certain thing better than other cars.

Last fall I was interested in a sales contest which involved the publication of a weekly sales bulletin, which was sent out to some 2,000 company and dealer salesmen.

Substantial prizes were offered to these salesmen for the best story on selling a car that should be turned in by February 15th. This gave the salesmen three months to develop their sales story. In the sales bulletins, the sales points in the car were given week by week, amplified—illustrated.

Only 350 stories were turned in. In nearly every case the story represented the recital of the salesman's method of selling a car. Usually the story was in dialogue. Many of these stories showed a surprising number of good points.

There were only three stories out of the entire 350, however, in which the points were arranged with any idea of their relative value, one to the other, or with any idea of classification.

The versatility of the salesman in jumping from one thing to another certainly indicated an active mind, but the arrangement of arguments would have been the despair of any good lawyer who had ever won a case by preparing a good brief.

If a contest of the same kind were put on for dealers' salesmen in any line, I venture to say that not a higher percentage of contestants would qualify. If the salesmen were in the direct employ of the firm, organization discipline would probably increase the percentage.

In our contest the sales bulletins did not attempt to give a systematically arranged sales course. They did not attempt to classify sales points or to call attention to the relative merits of different points. They merely set down the sales points or certain features in story or in descriptive-article form. This may account for the reason that our salesmen did not attempt to classify their sales points.

Yet, it seems that if the average salesman attempted system in ar-

range ment of sales points that it would certainly appear in a case of this kind.

PYRAMIDING THE TALKING POINTS

Then, must we teach our salesmen the value of arranging their "sales arguments" in logical order, just as the lawyer arranges his points in a case of appeal to the jury? If so, why should we not go further and arrange the points for him—and with great care?

We prepare our advertising plans with studied thought.

We make each advertisement in the series a unit in the plan.

We carefully classify the thoughts.

We debate for hours on the relative merits of points before we put them in print.

Advertising is selling by printed page.

Isn't salesmanship selling by word of mouth?

Then, why shouldn't we give the salesman the word-of-mouth facts with the same care that we give them to the printer to put into our advertisements?

If there is a best way to write about a thing, there must be a best way to talk about it.

Then, so far as the salesman using his own "personality" is concerned, so far as using a different method with every different prospect, let him go as far as he likes.

Do not limit his personality.

Do not limit his appeal to his different customers.

But whether the salesman is French, Dutch or Hungarian, or his prospect French, Dutch or Hungarian, the facts must be exactly the same to the Frenchman as they are to the Dutchman and the Hungarian. They are spoken in a different language, but they are the same old facts. The point is not to teach the salesman French, Dutch or Hungarian, but to teach him the facts and let him put them in any language that the occasion dictates.

We might go even further than this, however.

There are certain facts that can be better expressed in certain words than they can in any other

way, and even if we made a parrot or a phonograph out of our salesman, it might not be too much to say that in expressing certain facts to his customer that he use certain words.

This the writer does not urge—he merely suggests.

You will note in this discussion that we have said very little about training the salesman in reference to "approach," "habits," "character."

We haven't even said that he should be taught to take off his hat when he goes into a man's office or to cough discreetly behind his hand to attract the man's attention.

We haven't objected to checked clothing or to red neckties.

The writer personally believes that a good deal of the sales training directed toward these personal generalities is the thing that has cursed sales courses in the eyes of practical and sensible salesmen.

The writer believes that if you get hold of a man who has common sense enough to be a salesman at all, he has common sense enough to handle himself like a good, straightforward American citizen, and so far as personality goes, this usually gives him the diploma on that part of salesmanship which may be described as "personality."

If he has confidence in your house and in your goods, he usually has all the enthusiasm and optimism that any salesman needs, and if he hasn't them, then he will never make a salesman at all, regardless of the course.

Later on there may come a time when sales training shall be so highly developed that there will be a prescribed, scientific method for handing a man an order blank and passing him a fountain pen to sign it.

But for a starter, won't someone please begin a "movement" to encourage business houses to give the salesman the plain facts about their products in a logical manner, with just enough of the human-interest element worked in to give the salesman's story "attention value"?

Disbelieved the News, Hence the Advertising

NEW YORK, Sept. 24, 1915.

Editor of PRINTERS' INK:

In your August 19 issue there is an article by F. R. Feland entitled, "Has the Public a False Notion of Advertising?"

Mr. Feland asks "What are we to infer from this? Is the average cartoonist and editorial writer as far at sea on questions of law, economics, military strategy, medicine, social science and politics as he is on advertising?"

And again, "The public knows too much that is not so. Is the public as greatly deceived about everything else that it has not made a close study of?"

I believe we can truthfully answer yes—to both questions.

We often hear that the public demands truth in newspaper advertising.

Is not some or most of the public's disbelief in newspaper advertising due to their common belief in the unreliability of the news, so that they have gotten the idea "You can't believe what you see in the papers." And this disbelief extends to the advertising.

The first shock to my belief in newspapers came when as a boy I read the accounts of a rather serious street-car accident that I had witnessed.

Some years later one of the Chicago papers ran a column daily describing the different trades. It was most interesting and instructive (?) to learn how hats and lenses and various other things were made, but I will never forget the sarcastic remarks by the men in our shop when a column appeared describing how similar shops were conducted.

I understand that some of the colleges are trying to train newspaper men so that they can give the public truth in the news, but I am doubtful if any one man can have sufficient all-around knowledge.

BERNARD ROWNTREE.

Public Service Company Bids for Good Will

The Metropolitan Street Railway Company, of Kansas City, has been running a series of advertisements under the heading, "The Causes of Street Car Delays in Kansas City." Each ad is a week's record explaining in detail the cause for each delay. For instance, under the heading "Friday" you will read: "Fifth Avenue Line—7:30 a.m. delayed 10 minutes at Kansas City Southern crossing at Ohio and James street by freight train blocking track."

New Line of Women's Underwear Announced

The Stephenson Underwear Mills, South Bend, Ind., announces a new brand of women's underwear to be sold under the trade-name "Victoria." The company has a sales plan which, it declares, "will establish a new quality atmosphere for the store that uses it."

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One of the five Hill Engineering Weeklies published at 10th Ave. and 36th St., New York City. The others are *The Engineering and Mining Journal*, *Engineering News*, *American Machinist*, and *Coal Age*. All members of the A. B. C.

C Cramps' stock sells over 90

(a little more than a year ago
it sold at 20)

Baldwin Locomo- tive stock tops 113

(a few months ago it was less than 40)

Electric Storage sells close to 80

(it could have been bought for 50 two
months ago)

Brill's stock goes up 50 per cent.

Keystone Tele- phone stock goes up

This reads like a stock market bulletin.
It states facts known to every man
interested in financial matters. *But it
has a deeper significance.*

The stock value of all Philadelphia
companies increased enormously dur-
ing the last several months, simply
because Philadelphia is getting the
business.

Public Ledger — Evening Ledger

INDEPENDENCE SQUARE
PHILADELPHIA

Q Hundreds of millions of dollars are pouring into Philadelphia coffers

To pay for steel products, torpedo-boats, war munitions, woolen and leather goods, hosiery, locomotives, rails, etc. Steel companies are humming with energy day and night. All Philadelphia machine and workshops are crowded with men.

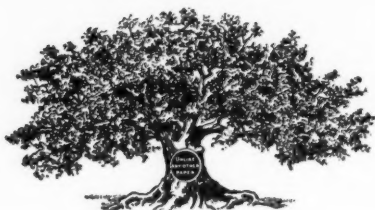
Philadelphia is taking in and turning out a golden stream, a larger part of which must find its way into the pockets of advertisers who advertise their goods where their goods can be bought, through mediums that reach the people who have the money to buy them.

No advertiser or advertising agent can reasonably overlook Philadelphia—the greater-than-ever “hive of industry.”

No advertiser or advertising agent can reasonably overlook the PUBLIC LEDGER-EVENING LEDGER, with 165,000 combined circulation at 25c an agate line.

Public Ledger—Evening Ledger

INDEPENDENCE SQUARE
PHILADELPHIA



TRADE MARK REG U. S. PAT. OFF.

Growing!

Now over a million—

and more in sight

The Farm Journal

is indeed

“unlike any other paper”

How the Coca-Cola Co. Distributes Its \$1,100,000 Campaign Fund

Every Good Medium Used with a Special Purpose—Employment of Travelers to Secure Data on Substitution

[EDITORIAL NOTE:—In response to a recent inquiry of PRINTERS' INK, S. C. Dobbs, vice-president of the Coca-Cola Company, Atlanta, Ga., writes:

"The sales of Coca-Cola, in round figures amount to 90,000,000 glasses a month. We invest annually between \$1,000,000 and \$1,100,000 in advertising. Our Atlanta factory, with the eleven branch factories, consumes approximately 80 tons of sugar each day."

These facts are amplified in the following article which was prepared by a member of the editorial staff after a study of the documents mentioned.]

MORE than \$8,000,000 has been invested during the past 21 years in advertising Coca-Cola. A very large share of this aggregate appropriation has gone into dealer helps. Indeed, it is perhaps a safe claim that no other advertiser in the world has ever invested so much money on forms of publicity calculated to appeal first of all to retail merchants handling the product exploited. Furthermore, it is a good guess that no other large buyer of advertising has equaled the record of the Coca-Cola Company in the proportion of the advertising investment that has gone into dealer helps.

Has it paid? Well in the score of years covered by this \$8,000,000 outlay for promotion work Coca-Cola sold a total of more than 38,000,000 gallons of the popular drink, most of it, presumably, at a price of \$1.50 per gallon. And this in the face of the liveliest sort of competition, some of it none too fair in the estimation of the Coca-Cola people, and much of it a competition of price, as rival products were offered at prices of 90 cents to \$1 per gallon. When it is borne in mind that Coca-Cola, as dispensed at soda fountains, consists of one ounce of syrup to six ounces of carbonated water it may be figured how many glassfuls at a retail price of five cents each are represented in 38,000,000 gallons of the syrup.

However, the Coca-Cola busi-

ness is not merely a monument to the efficacy of intensive dealer cultivation. It is a testimonial to the potency of varied and lavish advertising in holding dealers in line in the face of especially formidable competition. No manufacturer, whatever his line, has a product more susceptible of substitution than Coca-Cola. There were shake-ups and reorganizations of the parent concern in the early days that resulted in the original formula for the syrup getting into various hands. This made it a simple matter for competitors of the Coca-Cola Company to put out a syrup that looked for all the world like the advertised article and had something of the same flavor. When these rivals simulated Coca-Cola labels and even went so far as to duplicate Coca-Cola containers, even to the distinctive red keg or barrel, the limit had been reached.

MAKING IT WORTH WHILE FOR DEALER TO SELL COCA-COLA

To turn the heavy advertising artillery against the dealers was manifestly good policy in the Coca-Cola campaign for a number of reasons. Foremost of these was the consideration that in the case of any soft drink dispensed at soda fountains, in restaurants, etc., what is served to the patron is dependent largely on the dealer,—provided the dispenser can exercise a choice without the customer being any the wiser. Thus the problem was to make it worth while for the dealer to serve Coca-Cola rather than a substitute obtainable at a third less in price. Another reason for a carefully planned "campaign of education" among the dealers was found in the circumstance that Coca-Cola must be marketed through a veritable army of retailers—not via a select few.

Without going so far as to im-

pute any lack of intelligence to the small merchants it would be only reasonable to suppose that many of them would be lacking the experience to cope, untutored, with insidious substitution schemes. Especially might this premise seem reasonable when it was taken into account that the natural outlets for a product such as Coca-Cola include thousands of fruit stands and refreshment booths presided over by Italians and other foreigners more or less new to all the ins and outs of Yankee merchandising. Parenthetically, however, it is only fair to say that these Italian merchants have in many instances proved bulwarks of "the genuine." In the South, the home of Coca-Cola and likewise of its most troublesome counterfeits, it has been the native sons and not the alien element among the storekeepers that have kept the sales force guessing.

Let no one suppose, however, that Coca-Cola in "cultivating" the dealers has neglected ultimate consumers. Far from it, but the ultimate consumer has been reached, so to speak, over the shoulders of the dealer. In addition to advertising addressed directly to the dealers and in addition to advertising designed to help the dealer to make his store attractive, it has been a consistent policy of the Coca-Cola Company to entrust to the dealers the distribution of as large a share as possible of the advertising matter intended for the general public. Perhaps the best exemplification of this policy is found in the fact that it has been only since the year 1904 that Coca-Cola has been using magazine advertising to any extent, and only since 1906 that newspaper advertising has been indulged in.

The gradual growth during two decades of the volume and cost of Coca-Cola advertising is not less interesting than the ever-increasing number and variety of the mediums employed. Highly informative testimony on this subject has been given under oath by officials of the Coca-Cola Company in a series of suits (trade-mark infringement and unfair competi-

tion) now in progress between the Coca-Cola Company, on the one hand, and, on the other, the Koke Company of America, Southern Koke Company, Koke Company of Texas, Koke Company of Oklahoma and Koke Company of Arkansas.

It has been shown that the advertising of Coca-Cola started in 1886 with an investment of \$73.96. However, it was not until 1893 that advertising began in earnest. In that year, the Coca-Cola Company of Atlanta, Georgia, as at present constituted, made an initial investment of \$12,395. Year by year, thereafter, the advertising appropriation was increased until in 1901 it passed the \$100,000 mark. Long leads in each succeeding twelvemonth brought the advertising outlay in 1907 above the half-million-dollar-point, and in 1912 and 1913 the advertising investments were, respectively, \$1,182,257.29 and \$1,186,210.39. Meanwhile, under the stimulus of this advertising, the consumption of the syrup jumped from 48,000 gallons in 1893 to 6,767,822 gallons in 1913.

AIM IS ALWAYS TO LINE UP THE DEALER

"Ask for the genuine, if you want it, nicknames encourage substitution"—this has been the keynote of all Coca-Cola advertising in recent years. It is, to be sure, an appeal and a suggestion addressed to the ultimate consumer but it serves to make the consuming public co-operate with Coca-Cola to keep the dealer in line. However, there has been mighty little suggestion of compulsion in the Coca-Cola formula for keeping dealers in line. Rather has the fundamental idea been to induce the retailer to serve Coca-Cola and nothing else because it is to his best interest to do so. To make it, then, to the dealer's interest to remain strictly loyal to Coca-Cola it has been necessary for the manufacturer to provide dealer helps that will outweigh in value the lower prices quoted on substitute products.

It is not merely on dealer helps but also on dealer helpers that

Coca-Cola relies, according to the statements made in connection with the above lawsuits by S. C. Dobbs, vice-president in charge of advertising and sales. To this end the Coca-Cola Company has from 50 to 100 men whose duty it is to call on the trade and give dealers practical help in trimming their windows, decorating soda fountains, etc. And this force, be it added, is in addition to the five to eight crews of painters that have been constantly on the road during the past three or four years engaged in the work of painting signs on windows or under windows and preparing "privilege signs" in locations that cannot be captured by the regular sign-painting concerns but which Coca-Cola manages to secure by special arrangements of one kind or another.

A Coca-Cola road man can usually make a soda-fountain trim that will be allowed to remain in place for weeks if not indeed for an entire season but, of course, an

aggressive policy for lining up the dealers does not permit reliance solely upon this expert decorative work. So Coca-Cola has a wealth of dealer helps for the use of the merchants who must make their own trims. The big "editions" in which these dealer helps are put out attest how the retail field is cultivated as with a fine-tooth comb. During the past year, according to Mr. Dobbs, Coca-Cola used 200,000 of its "Four-head Cut Out." More than 50,000 of the "Seashore Cut Out" were distributed, and there were several other cut-outs that went to the 50,000 mark. Just before Christmas last year the company distributed to dealers 50,000 of the familiar representations of Christmas wreaths and bells.

DISTRIBUTION OF NOVELTIES

At the same time that Coca-Cola is making the retailer's store attractive with hangers, festoons, cut-outs and other decorative adjuncts it is holding this merchant

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

by another strong string—namely, the mass of advertising novelties it puts in his hands for distribution to the public at large. Here is where even more money goes than is expended on cut-outs and the like. For example, every year since 1906 Coca-Cola has distributed a million Japanese fans, and every year for the past 15 years there has been issued a handsome calendar, a calendar that since 1914 has an established circulation well in excess of a million.

Thermometers constitute a rather expensive dealer help but Coca-Cola uses from 40,000 to 50,000 of them a year, and in the same interval 10,000,000 match books are distributed, principally to smokers. A dealer help in fact as well as in name are the paper doilies of which Coca-Cola supplies to dealers the astonishing total of 50,000,000 a year. Next in order among the big circulations is that of the Coca-Cola blotter which is put out to the tune of 20,000,000 annually. Some time ago the firm introduced a baseball score-card and 25,000,000 of these have been issued to date. Individually the costliest of all Coca-Cola dealer helps are the transparent globes in art glass which are provided for soda fountains of the higher class. Coca-Cola has given away 5,000 of these during the past three years.

TRADE-MARK IN COLOR IN PAPERS

As has been pointed out the bombardment of the trade with dealer helps is coincident with a campaign of newspaper and periodical advertising. Since 1906 Coca-Cola has been investing in excess of a quarter of a million dollars a year in the newspapers, and in some instances full pages in color have been run in papers of large circulation such as the *Chicago Tribune* and *Chicago Examiner*. In the magazines there has been a growing disposition to run the Coca-Cola copy in colors. This is in accordance with the policy of Mr. Dobbs to make the Coca-Cola trade-mark in red the predominant feature of all advertising wherever possible.

Indeed, the desire to present the trade-mark in the distinctive tint that paint manufacturers have christened "Coca-Cola Red" is one reason why Coca-Cola has leaned so emphatically to outdoor display. Not only painted bulletins but posters, metal signs, oilcloth signs, etc., are regularly employed in addition to the privilege signs already mentioned. In speaking of the reliance placed on this medium Vice-President Dobbs said: "Last year my order for metal signs amounted to 400 tons of metal, and about 5,000,000 pieces, on every one of which appeared the words 'Coca-Cola' in red or with a red background."

For all that Coca-Cola accomplishes so much via dealer helps and through the instrumentality of its road crews, it must not be supposed that it dispenses with the services of the recognized agencies for securing outdoor publicity. In proof to the contrary it is only necessary to cite that the firm now has standing under contract a total of more than 5,000,000 square feet of wall display. This takes no account of iron signs and tacking signs nor does it include an aggregate of fully 50,000 lineal feet of bulletin boards, obtained through the ordinary commercial channels of outdoor display.

Coca-Cola has also gone in for extensive street-car advertising and electric signs have been used to some extent. In short, in the words of Mr. Dobbs: "Coca-Cola uses every legitimate form of advertising."

There is a widespread impression that Coca-Cola publicity has been concentrated in the cities, yet the executive in charge of advertising bears testimony that there is no town of 2,500 or more inhabitants in the United States that is not covered by means of outdoor display and dealer helps as well as via newspaper and magazine advertising. It was this comprehensive thoroughness that has been responsible for boosting the Coca-Cola appropriation in less than a decade from below a half million to well above a million dollars annually.

82% is more than 100%

The complete figures of the September 18th issue show that 82% of Collier's net paid circulation is more than 100% of the present guaranteed circulation.

The net paid figure is 855,096, the guaranteed circulation is 700,000.

Or, in other words—

Your advertising dollar is worth \$1.22 when you spend it in

Collier's ^{5¢ a copy}
THE NATIONAL WEEKLY

A. C. F. Hammesfahr

Sales Manager of Advertising

Circulation Hysteritis or Get a Million

Ambition is a business lubricant. It leads to progress. Progress can be sound or hollow. We believe in progress only so far as wisdom proves safe.

Repeatedly we see deluded publishers exceed the line of "safety first" in forcing their circulation up to a million plus or minus. There is a big noise, the advertising rate is made proportionate, the advertiser bites and pays, the publisher rides the crest of temporary success and the whole thing is a helluvana success.

One Year After

The publisher's health breaks down or, not being used to airships thinks the thing being up, will stay in the air without further forcing.

Nature did not scheme things to stay put without constant legitimate effort. Anyhow, the thing collapses. Many advertisers regret the money spent and wise advertisers and legitimate publishers who knew, came to see what their wisdom foretold.

Circulation Hysteritis is a menace to the advertising business which should not exist and if advertisers refused their patronage there would be no such evil as forced circulation. It hurts legitimate magazines.

It halves the value of the advertiser's money because it lacks sound and permanent value.

We could force and double or triple LIFE'S circulation but it would not be the kind we require the advertisers in LIFE be given. LIFE is too wise to delude itself. We aim to sell only such circulation to the advertiser as there is natural demand for from the best class of readers without inducement or force.

By confining his advertising patronage to mediums of proven sound circulation methods, the advertiser aside from getting permanent value from his expenditure, contributes to the stability of the advertising business in general.

LIFE'S safe and sure growth in advertising is proof that advertisers are more and more appreciating circulation of LIFE'S kind obtained by LIFE'S methods.

There are other magazines beside LIFE which build circulation right. They should receive first preference from every advertiser who believes Circulation Hysteritis is a menace.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West No. 17, New York.
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.

Greater profit,—that is greater immediate profit, is the consideration and the sole consideration which influences the average retailer to resort to substitution. This is the conclusion that must be reached as a result of the experiences of the Coca-Cola Company, which has a product particularly vulnerable to the substitutor.

COCA-COLA EXPERIENCES WITH SUBSTITUTORS

Possibly no other general advertiser in the world has ever made such an analysis of substitution, as affecting its own distribution and sales as has been carried out recently by the makers of the oft-imitated drink. Probably the Coca-Cola Company might not have known just where it stood in such matters, either, but for the necessity of obtaining exhaustive evidence for use in suits against the manufacturers of Koke, a product that gets mighty close to Coca-Cola because of the habit of many soda fountain patrons of saying "koke" as short as Coca-Cola. Confronted by the necessity for getting at the very heart of the whole subject of retail distribution Coca-Cola inaugurated what were designated as "consumer's tests."

A "consumer's test" consisted in sending trade-name experts on tour of the country. Each expert visited, in rotation, a large number of towns, just as would a traveling salesman, and devoted whatever time was necessary to the canvass of the stores and stands in each community that sold Coca-Cola or similar drinks. In prospecting, the tester of consumption never made his identity known at the outset. Approaching a soda fountain he called for the Coca-Cola Company's product, sometimes asking for the drink by its own name and again calling for it by any of the various nicknames which in the case of this beverage have encouraged substitution. Sipping the drink served to him, the investigator lingered near the fountain for a considerable time, observing customers and noting what they

called for and what was served to them in each instance. Finally, with more or less evidence in hand the proprietor of the store was interviewed as to his sales policy.

Evidence obtained under oath from hundreds of retailers in all parts of the country, shows that where substitution is practiced, be it covertly or brazenly, the explanation is almost invariably found in the consideration of price. Many dealers virtually admit that they are held in line for Coca-Cola by the generous supply of dealer helps which the company is constantly handing out to the trade. Some retailers,—a surprisingly small proportion, however,—have been influenced by conscientious scruples that impel them to give their customers what the customers want and what they ought to have. But it is surprising how many merchants are so short-sighted that they cannot see anything but the dollar in hand.

Burton Jones, who is in the drug business at St. Elmo, Tenn., was asked, "Prior to the time you handled 'Tru Cola' when a man came into your store and asked for a 'Koke' or a 'Dope' or a drink by any other nickname you understood he wanted a Coca-Cola?"

"That is the way we understood it," was the reply.

"And the minute you put in 'Tru Cola' and a man asked for a 'Koke' or a 'Dope' you gave him 'Tru Cola'; why did you change?"

"There was 50 cents difference in the price of the syrup."

It was made all too clear by the testimony of dozens of retailers quizzed in this Coca-Cola controversy that if a manufacturer wishes the public sold on a nationally advertised article the only safe course is to induce the ultimate consumers from the outset to call for the goods in explicit manner by the full trademarked name. A good many merchants apparently will take nothing for granted—if they do not want to.

E. J. Williams, a retailer of Hattiesburg, Miss., naively admitted that he was wont to give a customer literally what he called

for, no matter if there was reasonable doubt as to what was meant.

"Regardless of what he wants?" ventured the Coca-Cola attorney.

"Yes, sir."

In refreshing contrast to such a sales policy, however, is that of Jacob Schrodtt, a druggist of Dallas, Texas. He was asked: "When people at your store come in do they invariably use the name 'Coca-Cola,' or are there words used to indicate what they want?"

"Sometimes they call for 'Dope' and sometimes some of them ask for 'Koke'; some of them a 'Shot in the Arm.'"

"Some of them I presume, use the name Coca-Cola?"

"Some of them, but very few of them say 'Coca-Cola.'"

"When a man asks for 'Dope' or 'Koke' what do you understand is meant?"

"We usually repeat back to them 'Coca-Cola.' Ever since I have been in the drug business, I've gotten in the habit, in fact, I try to train all my help, that whenever a customer asks for anything in the store to repeat the name back to them, as they understand it and, if there is a mistake they catch it before it gets any farther."

J. E. Dunn, a retailer of Nashville, Tenn., disclosed an interesting variation in selling policy which indicates how a distributor may be a half-way convert to the substitution practice. He testified that it was his custom to give the genuine article to a regular customer no matter how loosely that regular patron might order, but that to the stranger who, presumably, would never come into the store again he would give a substitute because, as he put it, "I would make more money out of it."

There may be a little satisfaction for an advertiser the name of whose product has become a household word in the knowledge that the retailer who will desert the genuine for a cheap substitute can be counted upon to repeat the performance every time a yet cheaper imitation appears on the market. C. P. Embrey, a retail druggist of Chattanooga, Tenn.,

testified that he changed from "Coca-Cola" to "Afri Cola" "because of more profit," and for the same reason shifted his allegiance from "Afri Cola" to "Ko Nut."

The "I knew him when—" club, of which George Ade tells, can be counted upon to perform an advertising function. Mr. Emerson, of Bromo-Seltzer fame, can testify as much, and it has come out in the Coca-Cola investigation that all over the State of Georgia the gossip as to the millions Asa G. Candler was supposed to have made out of Coca-Cola begot endless word-of-mouth publicity for the drink that the Georgians dubbed "Candler's Cocktail." Incidentally this local fame induced the entry into the field of some of the competitors who have made substitution such a problem.

From the standpoint of advertisers in general, perhaps the most forceful moral pointed by the current troubles of the Coca-Cola Company is found in the disclosure of the extent to which a firm may, if so disposed, appropriate the advertising prestige of another concern in the same line. George H. Wilkins, an investigator employed by the Coca-Cola Company, testified with reference to the manufacturer of the rival product, "Koke," as follows: "I asked Mr. Mayfield if they were doing any other advertising and he said: 'No, I have spent several fortunes in advertising, and now I am going to retrench. I am not going to do any advertising for Koke. Coca-Cola has spent millions in advertising and every dollar they spend helps me sell 'Koke.'"

In explanation of his statement the manufacturer was represented as citing the similarity of the bottle and the label he had adopted to those long in use by the pioneer in the field. Incidentally, a representative of the Sherwin-Williams Company has related in this same case how he was approached with a proposal that he match the paint of distinctive red tint which the Coca-Cola Company has used on its barrels for many years past.

HOME-MAKERS NUMBER COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

November 1915

Vol. XXVIII, No. 1

Published at Augusta, Maine



No. 26

See
descriptions of
houses of choice
beginning on page 2



No. 29



No. 32



No. 250



No. 83



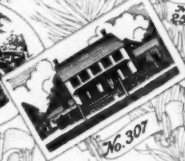
No. 250



No. 294



No. 307



No. 270

Twenty-eighth Anniversary

No. 270
WALTER

Will They See YOUR Advt. In November COMFORT?

SIX million readers will grab, with *even more than usual* eagerness, for our next issue.

It will be the special

HOME-MAKERS NUMBER

and the 28th Anniversary Issue as well. It will contain, as an added feature, five big pages of pictures of our subscribers' homes and their letters about them.

This issue will mean a whole lot to our folks—we have been building up their interest in it since May.

This anniversary number will reach COMFORT'S million and a quarter subscribers just as they are beginning to cash in on their wonderful crops.

Will you encourage them to spend some of their top money for YOUR goods?

W. H. GANNETT, Pub., Inc.

AUGUSTA, MAINE.

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

Chicago Office: 1835 Marquette Bldg.
FRANK H. THOMAS, Representative

Advertising That Is Permissible on Mailing Cards

**Policy of Post Office Department Is
to Allow Advertisers Wide Latitude—So Long As Right-hand
Part of Face Is Blank, Rest May
Be Filled as Desired, Both Front
and Back**

L. S. GOLDSMITH
SALES PROMOTION ADVERTISING SERVICE
PHILADELPHIA, Sept. 10, 1915.
Editor of PRINTERS' INK:

As a matter of curiosity, the writer would like to know just what form of heading is permissible on a mailing card; as an example of what I mean—we have just submitted to the postal authorities a heading to replace the usual, "Post Card" or "Private Mailing Card."—"John Doe 'Look' Mailing Card." The department advises us that this is not permissible.

The writer has the impression that similar variations of the official form have been used rather frequently.

Is he correct in this assumption?

H. P. ROCKEY.

AN investigation by PRINTERS' INK at Washington failed to disclose that our correspondent's inquiry had ever reached the Division of Classification of the Post Office Department which usually passes upon all such questions. Furthermore, a cursory search of the correspondence files by the officials failed to bring to light any ruling that would serve as a precedent in the present case.

The information given to PRINTERS' INK is in direct contrast to that which our correspondent advises he received, namely, a verbal expression by the arbiters at the Classification Division that they could see nothing objectionable in qualifying the term "Private Mailing Card" by some possessive name or descriptive word so long as there be nothing deceptive in the caption.

As one of the officials pointed out, it is not essential that a private mailing card bear any designation of its character whatever, the postal regulations having been so amended a few years ago that any white card, bearing printing or writing, is acceptable as a private mailing card so long as it is not more than 3 9/16 by

5 9/16 inches in size nor less than 2 3/4 by 4 inches in size. But if it is desired to indicate the character of the card the postal authorities have no objection.

On this subject the postal laws and regulations say, with reference to the private mailing card: "It may or may not, at the option of the sender, bear near the top of the face the words 'Post Card.'" Since the Department uses the term "Private Mailing Card" as synonymous with "Post Card" there could, presumably be no objection to the imprinting of the longer title if preferred and one of the officials told PRINTERS' INK's representative that he was under the impression that the Department had at one time or another sanctioned or condoned the use of alternative terms such as "Correspondence Card," etc.—variations such as our correspondent recalls. However, the official was unable to lay hands on any decision that gave express authority for such license.

REGULATIONS BEARING ON CASE

After venturing the opinion that a mailing card inscribed in accordance with our correspondent's specifications would be unobjectionable this same official pointed out that the only clause in the laws and regulations which would seem to have even indirect bearing upon this question is that which reads: "Advertisements and illustrations may appear on the back of the card and on the left half of the face."

With this regulation applying it would appear that even if the qualifying words used in conjunction with the words "Post Card" or "Private Mailing Card" are susceptible of classification as advertisements, an advertiser would be well within his rights in the use of such variations of the stereotyped title provided he confined his twists of the title to the left half of the face of the card, allowing on the right or address half of the face only the words "Post Card" or "Private Mailing Card" or such portion of these as might come into the right half under a normal spacing of

the full title. According to this logic, then, "John Smith's Post Card" or "John Smith's Private Mailing Card," spaced as indicated, ought to pass muster without question, but objection might be raised to "Post Card de Luxe" or any other individual title that threw the distinctive part of the title over into the right half of the card.

In talking with the postal officials the PRINTERS' INK representative gained the impression that in its policy the Department is desirous of allowing advertisers all possible latitude in the use of private mailing cards. For example, such cards may be of any color not interfering with a legible address and postmark and very thin sheets of paper, such as printed labels, may be attached to cards. Similarly, if the left half of the face of the card is to be used for advertising it is optional whether the face of the card be divided by a vertical line, just as it is optional whether the words "Post Card" appear at the top of the card.—[Ed. PRINTERS' INK.]

Columbia Graphophone Co. Wins Price-cutting Case

The United States District Court at Chicago has declared that a patentee has the right to make contracts with immediate purchasers of his goods, stipulating that they shall be sold only at fixed prices. This doctrine was reaffirmed in the case of the Columbia Graphophone Company, and the American Graphophone Company, vs. the Boston Store, of Chicago, which was a suit for an injunction to prevent the sale of the complainant's patented goods at cut prices. The defendant moved for dismissal, on the ground that the *Sanatogen* decision (Bauer vs. O'Donnell) and the *Bobbs-Merrill* Company vs. *Straus* case, had ruled out price restrictions by contract on patented goods. In denying the motion, Judge Geiger said, in part:

"The case is of importance only in so far as it presents the question: Can a patentee upon a sale of the patented article, by contract require of his immediate vendee the observance of price restrictions upon resale?"

"Prior to the decision in *Bauer vs. O'Donnell*, 229 U. S. 1, this question now raised upon the motion to dismiss would have received an affirmative answer on the authority of *Victor vs. The Fair*, 123 Fed., 424, the cases therein cited; *Bement vs. Harrow Company*, 186 U. S. 70; *Henry vs. Dick*, 224 U. S. 1, and certain other cases, par-

ticularly the so called *Anti-Trust* cases which involve patents and patent rights. The determination of the motion, as I think, depends upon the effect, if any, to be given to *Bobbs-Merrill Co. vs. Straus*, 210 U. S. 339, and *Bauer vs. O'Donnell*, 229 U. S. 1, as modifying the views thus heretofore entertained.

"Grant that a patentee cannot, by a mere notice burden an article during the life of the patent, with a resale price restriction; that he cannot make a notice attached to the article discharge the function of a 'covenant running with the land' as in real estate sales; that when he sells he sells; we still have the question, how effectively can he and his vendee bargain respecting the exercise of his exclusive right of sale. If it be the law that he cannot make any bargain with his vendee which involves price restriction, then, of course, in that respect he is on competitive and not on monopolistic ground. He is in the position where he may rightfully withhold the manufacture, use and sale, from the whole public, and yet, when he proceeds to sell, must submit to the very policy which the public, in granting him the monopoly had surrendered to him.

"In view of the language in *Bauer vs. O'Donnell*, which discloses so clear a purpose to limit it to the precise facts, it is my judgment that it does not, and was not intended to, overrule the other cases which seem so firmly to have established the general proposition upon which the sufficiency of the complaint in the present case depends. In other words, the complaint shows a contract which, against the defendant, as a purchaser from the patentee, is valid and enforceable."

Many Printers Belong to Ad Clubs

Members of the United Typothetae and Ben Franklin Clubs, who held their conventions in Los Angeles, Cal., September 21 to 23, were guests of the Los Angeles Advertising Club at a luncheon on the first day of their gathering. A census taken at the table showed that more than 50 per cent of the visitors were members of the advertising clubs in their own cities. C. D. Traphagen, editor of the *State Journal*, of Lincoln, Neb., and vice-president of the United Typothetae, made an address in which he stated that a good printer nowadays must be a good advertising man, and *vice versa*. Addresses were also made by W. R. Farrington, president of the Honolulu Advertising Club, general manager of the *Honolulu Star-Bulletin*, and Charles Francis, of the *Charles Francis Press*, New York.

Retirement of M. V. Putnam

M. V. Putnam, treasurer of Wood, Putnam & Wood, Boston, advertising agents, will retire on October 1 from active participation in the business. The name of the company will remain the same. Allen H. Wood, who takes over Mr. Putnam's stock, will in the future be president and treasurer of the company.



A reproduction of August issue Successful Farming, containing a full page advertisement for The Maxwell Motor Company, prepared by The Van Cleve Company.

The Resourceful Maxwell Organization

Two years ago the men back of the Maxwell Motor Company saw that the public were ready for an automobile that was different. They produced "The Wonder Car," to sell for \$750.00. Their foresight was vindicated by 40,000 sales in a very short time.

The ease with which these 40,000 cars were sold encouraged still greater efforts and the resourceful Maxwell organization has now produced what is said to be a better car at a still lower price. Some people have referred to it as "The Greater Wonder Car." It sells for \$655.00 and sells fast.

The resourcefulness of the Maxwell organization in building cars has found a match in the ability of its sales and advertising organizations to sell the plant's product.

When a Prize Contest Is Good Advertising

Manufacturer Analyzes His Market, and Shows What Such a Contest Will Do for Him

By W. E. Biggers

Advertising Manager, Hyatt Roller Bearing Company, Detroit, Mich.

THE prize contest never fails simply because it is a prize contest, nor does it succeed for the same reason. It is governed by certain fundamental principles which apply to all advertising. The degree of attention given to those laws usually foreordains the contest to success or failure.

There must be a definite object in view. With this object in mind, the advertiser should determine whether the prize contest is the *best* means for accomplishing his purpose.

The nature of the contest itself, and its suitability to his business, are points to be kept carefully in mind in deciding. When one contest succeeds, another fails. The reasons for either result are always revealed by careful analysis.

It is perfectly safe to say that a contest conducted with a proper regard for all the conditions affecting it will nine times out of ten "bring home the bacon."

The carefully conducted prize contest *pays*, the same as any good advertising campaign pays. And when the advertiser is correct in selecting the contest as the best means for accomplishing his purpose, then he secures the best possible results.

Just now we happen to be conducting a prize contest. What precautions have we taken to assure ourselves of getting real value from it? Well, let's see. Here are a few of the things we are doing.

First, there must be a reason. Mr. C. People is no longer so gullible as he may once have been. Because so many fakes have been perpetrated, he is inclined to view the contest with suspicion. He wants to know *why*. So here is the reason we give.

Tests and inspections reveal no

flaws in Hyatt Roller Bearings. But try as we may, we cannot duplicate the actual conditions they undergo in daily service. While our tests are exhaustive, they can be nothing but "manufacturer's" tests, and we want to know the experience of the user. We want to supplement our engineering data by actual service records.

He is satisfied that we really want the information. But how does he know that the prizes will be awarded fairly, after all the information is in our hands?

Three judges have been chosen. They are men of national reputation. The announcement of their names is a guarantee of fair play. Thus, we secure the confidence of the possible contestant.

GETTING ENTRIES

Our initial publicity must be extensive. It must bring in a sufficient number of replies to guarantee a satisfactory result. If there should not be enough entries to insure that high records would win the prizes, then the money spent in promoting the contest would all have been wasted. Not only that, but the contest campaign could never be concluded, because it would be disastrous to publish the records of the prize winners if they were not *high* records. Readers and contestants would be disappointed, and the result would be a flat failure.

Each reply in response to this advertising represents a pretty high average cost. So, from a purely commercial point of view, every person who inquires about the contest should receive the most courteous consideration. Here is the chance to advertise your firm to the contestant, so that even if he should be disap-

Our announcement advertisement is intended to arouse curiosity. We want the reader to wonder what it's all about, who's giving the one thousand dollars away, and what they're doing it for. Couple this influence with a desire to have the money, and the ad has made a strong impression even if the reader cannot enter the contest by reason of not owning a car. And the illustrations of the early motor cars with the accompanying text leaves the permanent impression that our roller bearings

The South Is YOUR Market

Wherever there is a definite influx of money, there are necessarily sales possibilities. That fact is patent, and it follows that the South is a market you cannot afford to neglect.

\$10,000,000,000

In round figures, the South derives this year from—

MANUFACTURES	\$4,000,000,000
AGRICULTURE	3,000,000,000
MINES	500,000,000
LUMBER	500,000,000

Adding to this \$8,000,000,000 the money received from various other sources, gives the South a cash income this year of fully **\$10,000,000,000.**

Ten Billions

This tremendous sum comes from practically a virgin field for the national advertiser, as only 10% of the magazine circulation is Southern, despite the fact that the South contains 30 per cent of the population of the United States.

For detailed information of any kind address papers direct.

ALABAMA

Birmingham, Age-Herald
Birmingham, Ledger
Birmingham, News
Gadsden, Journal
Gadsden, Times-News
Mobile, Item
Mobile, Register

ARKANSAS

Little Rock, Arkansas Democrat

FLORIDA

Jacksonville, Metropolis
Jacksonville, Times Union
Tampa, Times
Tampa, Tribune

GEORGIA

Albany, Herald
Atlanta, Constitution
Atlanta, Georgian
Augusta, Herald
Macon, Telegraph
Savannah, News
Waycross, Journal

KENTUCKY

Louisville, Courier Journal
Louisville, Herald
Louisville, Times

THE SOUTH'S ANNUAL PURCHASING POWER.

The national advertiser has not fully realized the latent producing power of Southern newspapers. The time has now come when this is absolutely essential. Will you lead or follow?

Members of The Southern Newspaper Publishers Assn.

This is the third of a series of advertisements prepared by THE MASSENGALE ADVERTISING AGENCY, Atlanta, Ga., for the members of the S. N. P. A.

NORTH CAROLINA

Asheville, Citizen
Asheville, Gazette-News
Charlotte, News
Charlotte, Observer
Greensboro, News
Raleigh, News & Observer
Raleigh, Times
Winston-Salem, Sentinel

SOUTH CAROLINA

Anderson, Daily Mail
Charleston, News & Courier
Columbia, Record
Columbia, State
Greenville, News
Spartanburg, Herald

TENNESSEE

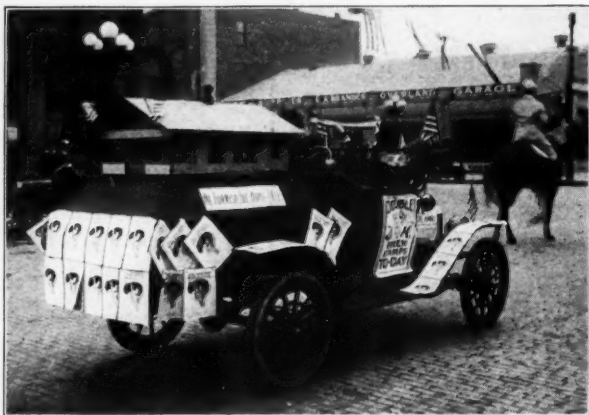
Bristol, (Va.-Tenn.) Herald Courier
Chattanooga, News
Chattanooga, Times
Knoxville, Journal & Tribune
Knoxville, Sentinel
Memphis, Commercial Appeal
Memphis, News Scimitar
Nashville, Banner
Nashville, Tennessean

TEXAS

Galveston, News
Texarkana, Four States Press

VIRGINIA

Lynchburg, News



Leading the Procession

An enthusiastic dealer-distributor of The Sperry Magazine at Grand Island, Nebraska, decorated his delivery automobiles with magazines and led the procession on "Trade Day."

His 1,000 magazines were gone before night—women buyers at his store actually crowded each other out of line to get The Sperry Magazine.

Merchants' orders for the October issue are already thousands of copies in excess of our 500,000 per month guarantee.

The Sperry Magazine plan to reach and interest the woman-who-buys is important to **every manufacturer** whose products reaches the home.

May we give you details?

THE SPERRY MAGAZINE

For the Woman-Who-Buys

Two West Forty-fifth Street, New York

WILLIAM STARR BULLOCK, *Business Manager*

are durable and dependable. Thus, in our announcement, we advertise both the contest and our product.

Hundreds of automobiles are being manufactured. Thousands of them have been run a great distance. Many of the owners will read the announcement of the contest, and when they do they

In order to enter the contest, the reader must be sure that his car is equipped with bearings made by us, and that those bearings have given him no trouble. If we can impress that one point on enough users—that the bearings have given no trouble—our campaign will have paid for itself. We will have made a satisfied user, even though he does not win a prize.

Though the contest is only begun, we have already received many entries. Many of them are worth a great deal because of their advertising value. We expect to receive others of possibly still greater advertising value. These will form the basis of a great campaign, and that is the real reason for the contest.

We ask for actual records—not opinions; for facts—not statements. We shall learn what our bearings *do*, and not what someone thinks they will do. As every record will be verified, all the claims we make can be substantiated. The testimonial of the satisfied user who

furnishes us with an authentic record of the service these bearings have given, puts the most effective advertising weapon into our hands.

Occasionally we have heard of Hyatt bearings having given perfect service for distances as great as 150,000 miles, but these records were unverified. They were only numerous enough to form the exception, and we want to be in po-

Hyatt Service Record Contest

- 1—Full-page announcement advertisement appeared in the *Saturday Evening Post*, *Collier's Weekly*, *The Literary Digest*; forty-five inches in thirteen newspapers; a full-page advertisement in nine automobile trade papers and 32 inches in 16 farm papers.
- 2—Announcement advertisement consisting of one full page with a special letter reproduced on another page appeared in a supplement to the *Literary Digest* in which return card was printed.
- 3—Special letter answering supplement inquiries.
- 4—Entry Forms. Sent in answer to all inquiries.
- 5—Folder containing reproductions of announcement ads, sent to our entire mailing lists.
- 6—Entry blanks enclosed with folder with sticker "Special to dealers."
- 7—Special letters were sent to prize winners and those receiving honorable mention in former contests together with folder and entry blanks.
- 8—Special letter sent to service men with folders and entry blanks.
- 9—Another special letter sent to service men with folders and entry blanks.
- 10—General letter answering inquiries.
- 11—Post card acknowledging receipt of entry.
- 12—These follow up advertisements will appear: two full pages in each trade paper, one-eighth and one-fourth page rate-holders in trade papers. One sixteen-inch follow up advertisement in each farm paper. Two fifteen-inch follow up advertisements in each newspaper.
- 13—The result of the contest will be announced in the same mediums using the same space as the first announcement occupied.
- 14—Special letters to prize winners.
- 15—Special letters and distribution of records to car manufacturers.

THERE ARE MANY DETAILS TO BE ATTENDED TO, IF THE CONTEST IS TO RUN SMOOTHLY—HERE ARE 15 ESSENTIAL STEPS OF THE HYATT CONTEST

will probably be curious to know whether their car is equipped with Hyatt bearings.

Suppose it is not. The fact that he has taken the trouble to find out indicates his interest, and this interest will very probably be sustained to the end of the contest. When he reads of the records that have been made, he will have been influenced to recognize the merits of our product.

sition to claim that such records are the rule. We feel certain that many such records as this have been made, and in order to *know*, we determined to seek them out, rather than wait for the information to come to us.

Our expectations are being realized on the returns thus far received. We are learning of many cars equipped with our bearings which have run literally hundreds of thousands of miles on their original equipment.

Surely we shall use this information effectively in our later advertising. After having learned of the wonderful service our bearings have given in actual use, how could we benefit by keeping the information to ourselves? It is most valuable to us when everybody knows it, so we shall do our best to see that everybody is told.

In the telling, we shall reach another class of readers. In giving an account of the remarkable bearing records, we must at the same time give an account of the remarkable record of several manufacturers' cars. They are going to read of the good records of both. The worth of the bearing will not be lost sight of in the good qualities of the car. The pleasant mood created by reading of the accomplishments of the car will not detract from the merits of the bearing which is a part of it. We please our customer—the manufacturer.

INFLUENCE ON CAR MANUFACTURERS

There is another influence which is of still more value. Numerous makes of cars will be represented among the inquiries we shall receive. We are going to learn of some wonderful records. And these records will not be confined to any particular make of car.

Photographs of these cars will be secured. The statements of the owners will be investigated and authenticated. Some of them we shall use, and others will be given to the makers of the car, for use in their own advertising. They will probably be featured in house-organs, perhaps in national advertisements, and cer-

tainly to some extent in various kinds of advertising. How much of a benefit this will be to us can hardly be estimated, but certainly it will promote a feeling of goodwill on the part of the manufacturers to whom our product is sold. And to some extent we shall share in the advertising which will result.

Sixteen prizes are to be given away. They may be won by 16 different makes of cars. If they are, then 16 manufacturers will share in the publicity given the result of the contest, and manufacturers will have a better impression of our company's product.

The car which wins the contest will undoubtedly have traveled nearly 200,000 miles. This one record will be wonderful enough in itself to make a good advertisement. But when this record is shown to be little better than many others, and an average is given of all those who entered the contest, we believe we shall have established the proof of quality. The advertising influence of such indisputable facts is tremendous.

When our medium is a contest such as this, we reach the prospective buyer, the car-owner, the dealer, the salesman and the manufacturer. We kill *five* birds with one stone, in addition to accomplishing our original purpose. What more could we expect?

Walter U. Clark With Chicago "Herald"

Walter U. Clark has retired from the field of publisher's representative and on October 1 will be associated with the *Chicago Herald*. Prior to going in business for himself he was Western manager of *Holland's Magazine* and *Farm and Ranch*, of Dallas, Texas.

B. D. Butler With "Clover Leaf" Papers

B. D. Butler, who has represented the *Engineering News* in the West for over ten years, has joined the "Clover Leaf" list of newspapers.

Howard A. Studley, who has been in charge of the rotogravure section of the *New York Times*, is now with the *New York World*.

Rest
going
110 miles
an hour
on the
Speedway



(From Leslie's Motor Department)

Speed in the handling of news pictures is one of the reasons why Leslie's is the one great national illustrated weekly newspaper of today.

From our own war correspondents with the armies of five nations, from fifty salaried representatives all over the United States, from all of the press associations, and professional photographers abroad and at home, and from a host of amateur photographers who happen to be on the job

—if it's a live news picture, Leslie's gets it, frequently exclusively.

And what we don't get exclusively, we get first.

Then, too, our unexampled printing facilities enable us to rush these pictures into print faster than any other national periodical.

So, in this day of pictures, is it any wonder that in over 400,000 homes, they look to Leslie's each week for the sixty or seventy latest pictures of the world's most interesting news?

And is it any wonder that Leslie's is a surprisingly responsive medium for advertising about merchandise bought by *any* member of the family?

Leslie's

Illustrated Weekly Newspaper

LUTHER D. FERNALD, ADVERTISING MANAGER

In Los Angeles

The Business Man

and

The Folks at Home

choose the Examiner as the leading paper to obtain the local and world happenings---Daily and Sunday.

Aggressive advertisers have proven the Examiner to be a powerful factor in developing trade among the people of the great Southwest at an unusually low cost. It not only reaches the *most* homes, but it reaches the *best* homes in its vast and rich territory.

There is no lost energy, time or money in appealing to the business man or the home, as the Examiner is edited solely for these people and for them alone.

Here is a plain

To cover the market of the great Southwest completely and quickly than can be done, use the Los Angeles Examiner.

M. D. HUNTON, *Eastern Representative*
220 Fifth Avenue, New York

The total distribution of the Examiner, according to the audit of the A. B. C., was 62,007 daily. These figures were absolutely correct at the time of audit, but the Examiner's circulation

on Saturday--	Sept. 11, 1915, was more than	70,840	copies
on Monday--	" 13, " " " "	70,980	"
on Tuesday--	" 14, " " " "	71,050	"
on Wednesday--	" 15, " " " "	71,130	"
on Thursday--	" 16, " " " "	71,175	"
on Sunday--	" 12, " " " "	150,000	"

The answer to this steady growth is that the Los Angeles Examiner is edited with but one thought and that to please and help its readers in the home and in business. The news columns cover completely the local happenings, society events and matters of home interest—the Market and Financial pages make it the business man's right-hand adviser.

plain statement of fact :

the great southwest and cover it more completely than through any other medium, Detailed information for the asking.

W. H. WILSON, *Western Representative*
Hearst Building, Chicago

Strength In Service

NORTH CAROLINA. Q. I am interested in rural credits and particularly interested in co-operative stores for farmers and if you will send literature along this line I shall be deeply indebted to you.

A. There were two commissions which visited Europe to study rural credits, one an-

\$33.—BUSINESS MAN. Q. I wish to present a general problem relating to the immediate investment of approximately \$100,000. The investor is a business man who desires investments yielding 2 fairly high return but not requiring very much attention present state of the...

207.—Q. I am engaged in mining in Arizona but would like to acquire some farm property to which my wife and I could retire when old. Meanwhile my wife's parents might find occasion to make their home on such a place. They have had experience in chicken raising on a small scale. I could invest \$10,000 in a farm and later save about \$200 a month. I would like to see it. Since...



YOUR GOVERNMENT OF THE UNITED STATES A NEW WORLD'S WORK SERVICE

Immediate and broad response has come to the recent announcement of the special Washington service for World's Work readers. We are printing below a few of the many questions which were asked and answered, as these show the wide and intimate range of the new Service, which is open to all of our readers without charge. You can find out, by sending definite inquiries, just how "Your Government of the United States" is affecting you.

IOWA FALLS, IA. Q. I obtain information relative to military aviation in the United States? Is there any demand for government aviators? If so, how may a person enter the service and what is the salary of an aviator? Can you state whether or not at the present time aviation would prove profitable outside the government service? A. The Aviation Section of the War Department, will send you a pamphlet descriptive of the service. In regard to opportunities for trained aviators, we would suggest that you write to some firm which manufactures aircraft. For example, the Connecticut Aircraft Company, of New Haven, Conn., has a contract for building a dirigible for the Navy and an official of that company has been quoted as saying that it is easier to build aircraft than to find men who can handle them.

\$38.—MERCHANT. Q. I would kindly ask your advice as to investing about \$50,000 at the present time, this money might be invested in good securities, which would give a larger return than securities were bought, they should be converted if necessary. Possible. Their cost...

\$38.—NEW ENGLAND WOMAN. Q. I have a few thousand dollars, the income from which I have to depend upon. For that reason I have to look out for principal in my investments. Have wondered what is the best to get two good bonds now...

CONDUCTED BY F. VAN Z. LANE CONSULTING ENGINEER

Information concerning city equipment and materials will be given free of charge. Subjects covered include Road Building and Paving, Street Lighting, Water Supply, etc., etc. Address: CITY ENGINEER DEPT., WORLD'S WORK, 11 W. 32nd St., New York

BETTER PAVEMENTS—II

FOUNDATIONS AND THEIR IMPORTANCE

A suggestion of the many thousand problems solved by The World's Work for its readers every year. It guides the investment of over \$7,000,000 annually. City engineering, automobiles, insurance, building, office systems, lands and schools are subjects covered by experts in this carefully organized service.

The World's Work is a vitally interesting magazine; this with its sane counsel and service account for the most remarkable magazine growth of the year.

DOUBLEDAY, PAGE & CO.
Garden City New York
Chicago Boston Los Angeles

The Difference Between Descriptive and Suggestive Trade-marks

A Distinction That Is Important, Because the Former Are Barred and the Latter Admitted

Special Washington Correspondence

"THEY have turned down 'Fitmeasy' as a trade-mark because it is supposed to be descriptive, but I understand that 'Beats All' went through with flying colors. 'Rust? Never' has, I hear, been refused as a mark for hooks and eyes and yet I haven't heard any wail about 'Kno-Tair' or 'Holeproof.' Wow—consistency, thou art a jewel."

The speaker was one of the advertisers who have been unable to follow the mental processes of Uncle Sam's trade-mark arbiters. His mystification is only one evidence of the increasing difficulty of drawing the line between the descriptive trade-mark which is barred and the suggestive trade-mark which isn't.

Far be it from the intention of our Patent Office officials, so they say, to create confusion in trade. Indeed, as administrators of the trade-mark laws, they regard themselves as specially ordained by Congress to prevent such confusion. And yet there are advertisers who nurse a suspicion that for all the good intentions, Patent Office practice is directly or indirectly responsible for adding to our commercial vocabulary many words which are really deceptive, albeit they are supposed to be merely suggestive or fanciful. And, anyway, how is the man on the street to differentiate? If "Elastic Seam" is objectionable as applied to underclothing, but "Elastic" is perfectly proper as a designation for sectional book-cases, how far is it safe to accept goods at the face value of the trade-mark?

The issue of the degrees of truth in trade-marks was interestingly raised by Irving R. Branner, advertising manager of the Harris-Emery Company, of Des Moines, Iowa, in a letter printed in the July 29 issue of *PRINTERS'*

INK. Mr. Branner cited, especially, the bad effect upon the confiding consumer of the use of such terms as "Spanish Leather" for a cotton fabric and "Cingalese Oak" for a material that embodies never a suspicion of oak wood. A representative of *PRINTERS' INK* has put up to our leading trade-mark officials the points raised by Mr. Branner, with inquiries as to the extent to which Patent Office practice is responsible.

The trouble is with the trade-names, not with the registered trade-marks—briefly this is the answer at Washington to the indictment that Uncle Sam is in any measure responsible. "We will not," is the composite declaration of the officials, "accept a trade-mark which we construe to be deceptive any more than we will grant registration to a mark which we regard as descriptive. But we are virtually compelled to recognize any designation which can be shown to be accepted and in general use in the trade field directly concerned." Thus the Patent Office passes the buck to the advertisers. If a whole clan of manufacturers choose to call muskrat "Hudson Seal" the Patent Office does not feel called upon to interfere with that general designation of their product, but that doesn't by any means signify that any of the manufacturers could register "Hudson Seal" as a trade-mark.

PUBLIC MISTAKES TRADE-NAMES FOR TRADE-MARKS

In this latter phase of the situation, opine the trade-mark officials, lies the key to the whole situation. Said a recognized authority at the Patent Office: "I fear that a critical public is prone to blame us for passing words and phrases for registration which have never been registered at all but are merely in use as trade-names.

Take, for example, the instance cited by your correspondent—that involving the use of the term 'Spanish Leather.' Now, as a matter of fact, 'Spanish Leather' is unregistrable because it is a geographical term. We would never have to go beyond that element in considering it.

"However, I do not wish to seem to be dodging the issue raised by your correspondent, and so let us take, for example, the case of Beaver Board, which is a better illustration than Spanish Leather because of the geographical prohibition. Beaver Board, for all its merits, is, of course, no nearer a timber product such as its name might suggest to the uninitiated than is Spanish Leather a hide transformed. But let me call attention to what our critics seemingly overlook, namely, that the trade-mark registration is on the 'Beaver' and not on the term 'Beaver Board,' as most persons seem to suppose. True enough, in granting registration for 'Beaver' we knew that it was to be used in connection with the word 'Board,' but if the manufacturers can come forward and offer evidence to the effect that carpenters and builders and other consumers are in the habit of ordering 'Beaver Board' with a full understanding of what they are getting—in other words, if 'Beaver Board' is an accepted trade term—it is not our province here at the Patent Office to raise any objection provided the trade-mark is regular in form and not deceptive in intent."

Even with respect to trade-marks, and quite aside from the trade-names which they do not attempt to control, the Patent Office aims to protect from deception only persons of ordinary intelligence. Thus "Old Country Soap" was barred, although the insinuation that the soap was made in Europe was more or less vague. But "Kno-tair" was allowable because in the estimation of the Patent Office officials no citizen is so gullible as to believe that there is a fabric which cannot be torn if given sufficient provocation. It was an extension of the same reasoning that gained admis-

sion for "Iron Clad" as a mark for hosiery. And yet, certainly there do get by some marks calculated to cause some people to wonder—for example, "Arco Spott-off."

PATENT OFFICIALS MUST BE WELL-NIGH OMNISCIANT

There is no question that some trade-marks mystifying, if not actually deceptive in character, pass muster at the Patent Office simply because officials are not alive to possibilities. The most striking evidence of this has been afforded within the past few weeks when a leading reviewing authority at the Patent Office came within one of ordering the acceptance of "Certified" as a trade-mark for milk. It is easy to surmise what would have happened to a number of producers of certified milk if one firm had gained the exclusive right to use the word "Certified," and yet the Patent Office arbiter admitted that he was not aware that "certified" was a term in common use by dairymen.

Sometimes, it must be admitted, the Patent Office experts have their own troubles in determining what shades of difference might result in confusion or mystification in trade. An illuminating example is seen in a recent controversy between the W. H. McElwain Company and the Hood Rubber Company. The question at issue was whether rubber boots and shoes, rubber overshoes, rubber-soled canvas shoes and leather shoes all belong to the same class of goods. The Hood company had tried to register the picture of a horseshoe as a trade-mark for rubber-soled canvas shoes and overshoes, whereat there was a protest from the McElwain company, which is already using a similar mark on leather boots and shoes.

The reviewing authority pointed out that rubber shoes and leather shoes have been held to be not of the same descriptive properties. Likewise that the Patent Office has consistently held that rubber belting and leather belting belong to different classes of goods.



How Many Operating Officials?

Again check up your mailing lists! How many railway operating officials, executives, Vice-Presidents, Purchasing Agents do your salesmen call on? Check up your lists and then let us submit a detailed statement showing how many of these officials read the

Railway Age Gazette

(WEEKLY)

Go a step further! Ask us to show you how many Superintendents of Motive Power, how many Master Car Builders and Master Mechanics, Engineers, Engineers of Tests, Heads of Traffic Departments read the Railway Age Gazette (weekly) and are influenced by the Editorial and Ad-itorial pages.

Let us place before you all the facts showing how to present an advertising campaign that will help you and at the same time secure the *intelligent interest* of the readers of the Railway Age Gazette.

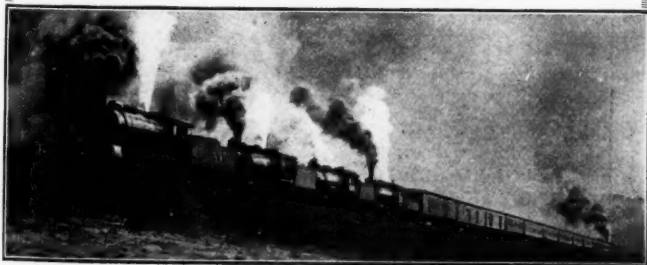
Simmons-Boardman Publishing Co.

NEW YORK

CHICAGO

CLEVELAND

Charter Members Audit Bureau of Circulations





The Chicago Sunday Examiner is one of the three largest newspapers in America.

For more than seven years it has appealed each week to over a Half Million Homes. Yes, more than Five Hundred Thousand Homes.

A newspaper which has held its readers' confidence so steadfastly for so long a period can be most efficiently and most effectively utilized by national advertisers in sending their sales forging ahead.

CHICAGO EXAMINER

The Newspaper of the Home

Eastern Office:
220 Fifth Ave.,
New York City

Western Office:
Hearst Building,
Chicago, Illinois

Then he went on to say: "I cannot see any clear line of distinction between shoes made of fabric and having a sole of leather and those made with fabric having a sole of rubber where the rubber soles are sewed to the fabric. The fabric upper having a sewed rubber sole belongs to one class, whereas to a different class belongs the fabric upper cemented or vulcanized to the rubber sole. In consequence of this hair-splitting the Hood company can use the mark on rubber boots and shoes and overshoes, but not on shoes with sewed rubber soles."

In the estimation of some advertisers it may be quite as wrong to allow the use of trade-marks that encourage the expectation of certain qualities or certain characteristics in the trade-marked goods as it is to permit the employment of deceptive trade-names such as "Spanish Leather," but obviously the Patent Office does not always take that view of it. Within the past few weeks, First Assistant Commissioner of Patents Newton has overruled the Examiner of Trade-marks in his refusal to register "Snappy" as a trade-mark for cheese. Mr. Newton said that he could find no definition of the word strictly appropriate to any quality or property of cheese, hence he held that "Snappy" was, at best, only suggestive.

Among the rulings that were cited to support the attitude of the Patent Office in admitting "Snappy" were the decisions allowing "Anti-Washboard" as a trade-mark for soap; "Lightning" for hay knives; "Candy Cathartic" for candy; "Invigorator" for spring beds, and "Blood Searcher" and "Pain Killer" for medicines. Yet at the very time that the Patent Office was placing its seal of approval upon "Snappy" (a word that is used as generally with respect to cheese as "Certified" is with reference to milk) it was refusing "Rapid-shave," the Colgate mark for soap powders, on the plea that it was descriptive and the higher tribunal of the Patent Office in justification of the veto on "Rapid-shave" was point-

ing out that "No Sag" had been refused as a mark for handbags; that "Kantleek" had been denied to the Seamless Rubber Company as a mark for atomizers, and that "Keepclean" had drawn a negative answer when proffered as a mark for tooth-brushes.

GEOGRAPHICAL MARKS THAT HAVE BEEN ALLOWED

With respect to geographical terms such as "Spanish Leather" above mentioned, the Patent Office seemed formerly to view the proposition from a most unusual angle. In the light of a number of past decisions it would seem that if it could be proven that no leather was made in Spain the term "Spanish Leather" might be granted registration. In other words, a number of decisions on record seem to place the Patent Office, despite the disclaimers of the officials, precisely in the position of having encouraged or put a premium on the deceptive or mystifying geographical term. To get down to brass tacks, take the case of the Mississippi Glass Company, which was allowed to register the word "Florentine" as a trade-mark for glass because "Florence is not noted as a place for the manufacture of glass and therefore no deception as to the quality of the manufacture can occur."

"Berlin" was allowed to Hyde & Co. as a trade-mark for cotton goods because Berlin is not noted as a place where cotton goods are produced. More remarkable was the decision of some years ago that "Vienna" was a good trade-mark for flour because at that time it appeared that no flour was made in any town called Vienna in this country and that no flour came into the market from Vienna, Austria. Yet, as indicating the reasoning of the officials, we find the refusal about that time of "Turkish" as a trade-mark for a veterinary remedy because Turkish horses are famous. "German Syrup" was once allowed because it could be proven that the article was not a German product. Yet, Lord & Taylor failed some years since in an

effort to secure the registration of "Formosa" as a trade-mark for gloves, although Formosa has never been known as a glove-making center.

It is only fair to say, however, that trade-mark practice has stiffened considerably in recent years with respect to geographical terms and perhaps the old logic is accounted obsolete. The Classic Corset Company failed, a few years ago, to get permission to use "Grecian" as a mark for corsets; "Oriental" Cream was likewise barred, and so was "Manhattan" as a mark for sewing machines. But, for all that, the name "White House" and the picture of the White House at Washington have been held to constitute a valid trade-mark for coffee, although it might be difficult to prove that this particular beverage is or has been regularly served at the White House.

Reverting again to the question of the propriety of the use of "Spanish Leather," it is recalled that a cigar manufacturer was refused a few years ago when he tried to register "Half Spanish" as a mark for cigars. Still there seems to cling something of the old reasoning that if a thing obviously cannot be in fact it can be in trade-mark phraseology. Thus we have the officials within the past few years looking kindly upon "Arab" Sardines and "Shasta" Coffee. These are examples of words which they regard as fanciful rather than geographical.

Speaking of the fanciful as it is construed at the Patent Office, the guess may be ventured that right here we may find the secret of many differences of opinion between insiders and outsiders regarding Patent Office practice. What the trade-trained critic may regard as mystifying to the buying public, if not actually deceptive is likely to be interpreted at the Patent Office as nothing more than "fanciful" or "boastful." This is precisely the situation with respect to the much-discussed "Holeproof" on hosiery. The trade-mark authorities who are on the job for Uncle Sam look upon "Holeproof" as both boastful and

fanciful, but they cannot figure out that it is misleading. But that they will rule out the words or phrases that, according to their lights, are deceptive has been attested by the outcome in cases such as the memorable attempt to secure registration for "Syrup of Figs."

Pro and Con of Store Return Privilege

BOSTON STORE DRY GOODS COMPANY.
FORT SMITH, ARK., Sept. 11, 1915.

Editor of PRINTERS' INK:

I have been reading your articles on department store policies, and believe you may be interested in the arguments for and against indiscriminate return of goods, as brought out in a discussion of this subject by store employees. This question is being largely discussed in this city and adjacent medium-sized towns.

The main arguments in favor of indiscriminate returns were as follows:

That the best advertisement on earth is a pleased customer.

That limiting a customer in her liberty is not as practical in a small as in a large city.

That many stores have reverted to their former "indiscriminate" policy after trying a more "discriminating policy."

That the Boston Store was founded and attained its success on its liberal policy.

That much trade would be lost to other stores that would refuse to enter the agreement. (The Boston Store is the largest in the city.)

That it is best not to take up a policy of allowing returns indiscriminately unless the public actually drives the store to do so.

The chief arguments on the negative side follow:

A store must be conducted at a profit. If it has annual sales of \$500,000, 12½ per cent of the merchandise sold is returned, and no matter if this merchandise is very nearly perfect, no customer will give more than half price for it. This means that the store lost annually \$31,250. Figuring a profit margin of 10 per cent, it would be necessary for the store to do \$310,000 worth of business merely to cover this loss.

Local merchants (competitors) are all willing to sign an iron-bound agreement to live up to a definite policy.

The success of the "discriminate" plan in other cities is the strongest reason for its serious consideration.

For sanitary reason a great many articles should not be taken back. Women appreciate a guarantee that merchandise they buy has never been worn by another person.

P. B. ALBERT.

Henry H. Morgan, of Chicago, has become associated with the John L. Clough Advertising Agency, Indianapolis. He will have charge of the business promotion department.



LIBRARY
OF THE
UNIVERSITY OF ILLINOIS

"In the Spotlight"

Women, even more than men, look for the inspirational quality in their reading. Of especial appeal to them is news of what their sisters are accomplishing in business, industry, or - in countries where women are a political factor - in good government.

"In the Spotlight," a monthly department of TODAY'S, is a woman's newspaper in miniature, edited for women, about women, by a woman.

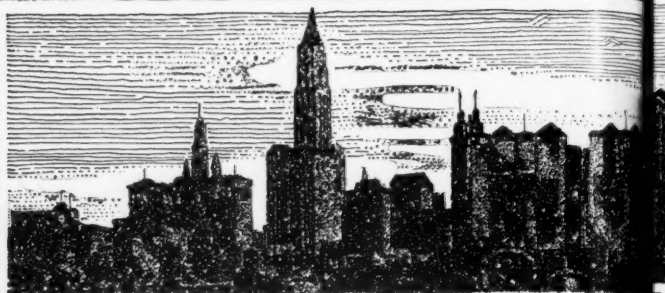
Mabel Potter Daggett, who writes it, is one of the three leading women journalists of the country. She specializes on women's activities as other writers specialize on finance or art. The progressive women of this country and of Europe quote her as a competent chronicler of their aspirations and achievements.

Sarah Field Splint

Editor

Today's Magazine

[This is the ninth advertisement about TODAY'S editorial policy]



New York City is the

IT is no exaggeration to say, that there are more artists of ability in New York City than in all the rest of the country.

Their talents are at your disposal, of course, but you probably encounter some difficulties in getting the right man and the right work at the right time.

Addresses are constantly changing, work varies in quality, and new artists are continually being developed whose talents entitle them to recognition.

It is impossible for you, with your other manifold duties, to supervise the execution of the art work, as it progresses.

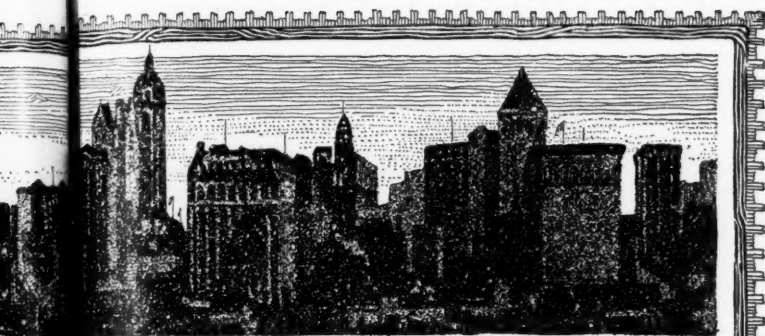
Why not make us your New York Agents for the purchase of *art work*?

We have a remarkable CREATIVE department under the direction of

W. LIVINGSTON LARNED

ETHRIDGE ASSOCIATES

New York Studios at 25 East 26th Street



the Mecca of the Artists

We employ a large staff of artists on salary, who work under the direction of

H. L. V. PARKHURST

MATHEW BEECHER

and HENRI DEKRUIF

We have also formed an ASSOCIATION of more than forty (40) of the most famous magazine illustrators, whose work for advertising purposes can now be obtained through us.

We have records and complete information as to the quality and value of the work of more than 500 artists, not enumerated above.

You can have our hearty and enthusiastic co-operation on any account on which we are not at present working.

The preliminary expense need not be large.

Our Service to "Advertising Agencies" is strictly confidential.

OCIATION OF ARTISTS

Chicago Studios at 220 South State Street.

A National Paper Service

We have often been asked in what way we differ from ordinary paper houses. We are exclusive manufacturers' agents for the largest plants in the United States.

We sell direct to the consumer a wide and varied line of paper. We are the *only* concern in a position to render our customers personal on-the-ground service regardless of where they might be located or what they want to buy in the paper line.

Birmingham and Seaman representatives are picked men. They hold their position because they are able to save money for our customers and in that way get the business. Their help and suggestions have helped pay many a printing bill—why not use them, too?

Send us your printing specifications and we will gladly and promptly submit dummies and suggestions without obligation to you.

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

Tribune Building, Chicago

St. Louis

Minneapolis

New York City

Milwaukee

Detroit

Letters That "Get Under the Skin"

Benjamin Franklin Points Out a Line of Least Resistance in Making Men Think Your Way

By Cameron McPherson

A BIG manufacturer in the Middle West recently paid \$200 to a mail-order expert to analyze his sales correspondence. Carbon copies of the work of the correspondents were examined for several months back. Then a two-page report was received suggesting that a censorship be established, to guard against dictatorial letters and to train the 12 correspondents to appreciate the sales value of *humility*.

Lack of humility in sales letters is a common reason why so many big advertisers find it hard to sell by mail. These concerns usually pick correspondents from office and clerical positions, paying them a clerk's salary, and expecting them to do a salesman's work. In doing this these advertisers overlook the human side of it. They forget that the average clerk working for a big corporation usually has an exalted idea of his own importance and his relation to the public. "Look who I am" sticks out all over his letters, and the first paragraph is his undoing. Yet put this same man on the road selling goods and he will in all probability fall down for want of that same self-assertiveness which hurts his sales letters!

It is a matter of education to make the average twenty-five-dollar-a-week correspondent understand the need of tact or restraint in his letters. Yet the most successful letters and the most successful men usually fully appreciate the selling power of humility in handling men, and getting them to think your way. Perhaps as good an example as any is Benjamin Franklin, who achieved a reputation at the French Court for tact, and was able to accomplish many difficult feats of diplomatic salesmanship.

In his autobiography Franklin has this to say about humility in handling men: "I cannot boast

of much success in acquiring the *reality* of this virtue, but I had a good deal in regard to the *appearance* of it. I made it a rule to forbear all direct contradiction to the sentiments of others, and all positive assertions of my own. I even forbid myself the use of every word or expression in the language that imported a fixed opinion, such as *certainly*, *undoubtedly*, etc. I adopted instead of them, *I conceive*, *I apprehend*, or *I imagine* a thing to be so and so, or *it so appears to me at the present*.

"When another asserted something that I thought an error, I denied myself the pleasure of contradicting him abruptly and of showing some absurdity in his proposition; and in answering I began by observing that in certain cases or circumstances his opinion would be right, but in the present case there *appeared* or *seemed* to be some difference.

"And to this habit I think it principally owing that I had early so much weight with my fellow-citizens when I proposed new institutions, and so much influence in public councils when I became a member; for I was but a bad speaker, never eloquent, subject to much hesitation in the choice of words, hardly correct in my language, and yet I generally carried my points."

AS FRANKLIN WOULD HAVE WRITTEN IT

To bring Franklin's philosophy closer home let us take a letter which came to my desk just the other day. It was sent out to a list of dealers by a big Baltimore tailoring house, and one of the dealers on my staff passed it on to me. It started out: "Are you afraid that we will convince you against your will? At any rate you don't answer our letters!"

The first impression this writer

gives you is that he has a chip on his shoulder. He is looking for an argument. He is picking a fight with you for not answering his last letters. Now as a matter of fact he doesn't want to pick a fight with you at all, but he wants to sell you an assortment of his "Styleplus clothing" which is the one suit that sells at a price that 63 per cent of the men pay for their clothes. If you didn't get peevish when you read that first paragraph you would have found that further along in the letter he made you a mighty attractive offer, but being human and resenting the unwritten assumption that the writer was better than you, you didn't wait to see what the offer was, but tossed it aside in a huff!

I daresay if Franklin had been in the copy department of that advertiser, or had charge of the sales work, he would have promptly blue-pencilled those opening sentences and substituted something like this: "I believe we can be of some help to you in making a greater net profit out of your clothing department this season. It seems to me, etc." And while I have no means of knowing which letter would have returned the most business, still it is obvious that the note of restraint in the revised approach would appeal to the dealer who thinks himself quite as big a man as any salaried clerk in a clothing house.

TOLERANT NOTE IN LETTERS EFFECTIVE

This note of restraint, however, reaches its greatest effectiveness in the plan rather than the wording of a letter. Not long ago *Collier's Weekly* had something to say editorially about a letter sent out by a Chicago tailor. The advertising man who wrote that letter is a particular friend of mine, and consciously or unconsciously the host of friends he has in Chicago is due in no small measure to his deference to the opinions and privileges of others. So, in keeping with his natural tendency, he went so far as to state that if the man who made your last overcoat gave you satisfaction you ought to

stick to him. The letter follows:

"Dear Sir:

"There are several hundred tailors in Chicago who *would like* to make your spring and summer clothes—but how many are really entitled to? Is the man who made your last suit or overcoat? Did he please you so completely that you *want* him to have your next order?

"If he did—stick by him. It doesn't pay to experiment. But if there is room for improvement, we believe you'll find it interesting to make an early inspection of our equipment and methods."

Carver & Wilkie, the tailors who sent it out, were more than pleased with the results. It undoubtedly appealed to business men because it showed consideration for the rights of others, and because of its tolerance. It was the tone of the letter, rather than what it said, that pulled.

EVERYBODY LIKES SUGGESTIONS

Still another mighty good way to inject a tone of deference into a letter without making it appear servile, is to put your proposition in the form of a suggestion. It is a subtle flattery that is irresistible.

I know a president of a big Eastern piano company that became very much interested in buying a multigraph largely because of a letter he received from that company starting out: "Here's an advertising suggestion I got the other day that is so good I want to pass it along." Of course the suggestion took the form of an indirect solicitation for the device being sold, and while I do not know for sure whether it succeeded in selling one to this particular manufacturer, I do know that he thought enough of the letter to send it along for my collection of good letters. Being a man whose chief work is passing on the suggestions of subordinates, the letter approached him in a natural and subtle way that got under his skin. If it had opened: "Here's a suggestion that you can use in your business," it is a question whether it would have been so well received, for the attempt to dominate might have spoiled it.



Over 2,000,000

Circulation

Let Us Prove It—II.

THE conservative and analytical space buyer selects an advertising medium on the following grounds:

- FIRST: Because it reaches the *kind of people* he wants his advertising to reach.
- SECOND: Because it *appeals* to them in a way that will support and emphasize his advertising appeal.
- THIRD: Because a maximum proportion of its circulation is among people who buy his kind of goods and live in territory where his particular goods have proper distribution.
- FOURTH: Because its circulation *supplements* other desirable circulation in a way and to a degree that makes for rounded effectiveness.
- FIFTH: Because its advertising value is so *recognized by dealers* that the fact an article is to be advertised in it influences their orders on that article.

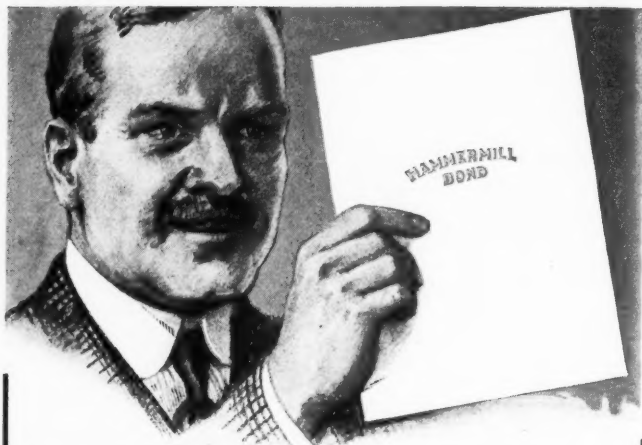
The American Sunday Magazine is one of three magazines that *most fully meet all* these requirements. "The Evidence in the Case" is evidence, not argument, on this point. We would be glad to submit it to you to analyze at your leisure.

THE AMERICAN SUNDAY MAGAZINE

CHAS. S. HART, Advertising Manager

220 Fifth Avenue
New York City

911 Hearst Building
Chicago, Ill.



Here's All the Test I Want

"I've bought a good many tons of paper, but I haven't discovered any surer way to get uniform quality—at an economical price—than to stick to the paper which bears this Hammermill water mark.

"The maker has more at stake than I have, for if the paper turns out badly he has damaged the prestige of his priceless trade mark. It's a safe bet that the water mark, 'Hammermill Bond,' will never go on paper that isn't *right*."

Hammermill Bond is a paper of excellent quality. It is sold

at so reasonable a price that a great many large concerns use it exclusively for office forms, stationary, price lists, bill heads, etc. It frequently offers a saving of 25% to 50%.

Perhaps the greatest single advantage of specifying Hammermill Bond is that your printer can get any quantity without delay. Our agents in important cities carry large stocks at all times and the enormous reserve stock at the mill includes all weights, twelve colors and white, and three finishes—Bond, Ripple and Linen.

FREE We issue a Portfolio for almost every kind of business. They are full of detailed information of value to buyers of printing—sample forms and various designs which are adaptable to your needs. One of these Portfolios is for you. Write for it on your business letterhead.

HAMMERMILL PAPER CO., Erie, Pennsylvania

Use Hammermill Safety Paper for checks, vouchers, etc.

HAMMERMILL BOND

"THE UTILITY BUSINESS PAPER"

Perhaps the best plan of all for getting under a man's skin by letter is getting him to do you a favor. This is a stratagem that has been used time and time again by a successful stock promoter in his follow-up, and there is no reason why it cannot be applied to other work, especially letters to dealers. Franklin was a past-master at this art, and relates in his autobiography several instances where he has used the "dodge" successfully.

In one case Franklin was called upon to meet the opposition of a member of the Pennsylvania General Assembly, who wished to get Franklin out of the office of clerk to which he had been promoted. Franklin did not know what the honorable member had against him, but was very anxious to secure his good will.

GETTING IN THE BACK DOOR

"I did not, however, aim at gaining his favor by paying any servile respect to him," writes Franklin, "but after some time took this other method. Having heard that he had in his library a certain very scarce and curious book, I wrote a note to him, expressing my desire of perusing that book, and requesting that he would do me the favor of lending it to me a few days. He sent it immediately and I returned it in about a week with another note, expressing strongly my sense of the favor. When we next met in the House he spoke to me (which he had never done before), and with great civility; and he ever after manifested a readiness to serve me on all occasions, so that we became great friends, and our friendship continued to his death."

It may seem a far cry between the note that Franklin wrote his fellow legislator to a modern business letter, yet a good example of the similarity comes to light in a letter campaign conducted by Charles V. Cook, of Portland, Ore., a year or so ago. At the time Mr. Cook was handling the sales for a new butter substitute, called "Kaola." The product was making good headway, but he found that the dealers' clerks were

not behind it and he was depending upon them to introduce it at that stage.

Cook was a salesman, one of that rare type that can go into a store and make instant friends with everybody from owner to cashier. He radiated enthusiasm and his letters were a chip of the old block. So, he decided to see if he couldn't do by letter what he was so successful in doing personally—get the grocery clerks in the Northwest to help him make his product known to consumers.

For the purpose he wrote what has been considered one of the best sets of ginger-up letters sent to grocers' clerks, a series which resulted in the sale of several thousand pounds of Kaola—(I used to have the exact figures, but have mislaid them). The whole secret of the letters was getting under the clerk's skin and inducing him to do Cook a favor. He proved the truth of the old maxim: "He that hath once done you a kindness will be ready to do you another than whom you have yourself obliged."

The most striking feature about Cook's letters next to their general plan was the "hail fellow well met" atmosphere which he gave them. He had a breezy, "come along" way about his writing that was irresistible. For instance, here is a letter following up the first request for help. It gives a good insight into his style:

"I've just got to unload some of this enthusiasm—it's been piling up these last few days at an astonishing rate—all on account of the fine letters I am getting in nearly every mail—now I know what that means. You are too busy every minute of the day to take time to write me a letter, unless you are enthused in making a *real* effort for me; so it's perfectly natural for you to impart some of this enthusiasm when you get to the point of writing me a letter. You've got me roused up, and I've got to come back at you the same way.

"When I tell you Kaola sales have nearly doubled in a few weeks you can better understand why I am so puffed up, and

A Nordhem Comp

THE IVAN B. NORDHEM COMPANY wishes to announce to customers, friends, and to the advertising world in general, its establishment of three divisions, located in New York, Chicago and Pittsburgh. The New York division will be under the supervision of Mr. Nordhem; the Chicago division, under the direction of Mr. Buck, and Mr. Scoville will be head of the Pittsburgh division.

IVAN B. NORDHEM

Post

UNITED STATES

NEW YORK DIVISION

Marbridge Bldg., Broadway at 34th St.

CHICAGO DIVISION

1822 McCormick Bldg.

— B R —

Philadelphia, Pennsylvania

802 Chestnut Street

Buffalo, New York

1044 Marine National Bank Building

Cincinnati, Ohio

503 Mercantile Library Building

Company Announcement

EACH of these divisions will operate offices in these cities in which will be employed experienced poster advertising men, copy writers and artists, all of which will be at the command of present and prospective customers. The new arrangement will guarantee to Nordhem Company clients unequalled efficiency in the matter of service, and assure the personal touch of the company's officers which will be found especially valuable.

ORDEM COMPANY

Post Advertising

ATTEND CANADA

CHICAGO DIVISION
 1000 North Dearborn St. S. Michigan Blvd.

PITTSBURGH DIVISION
 1224 Bessemer Bldg.

— B R A N C H E S —

1000 North Dearborn St. Building
 1000 North Dearborn St. Building
 1000 North Dearborn St. Building
 Cleveland, Ohio
 Minneapolis, Minnesota
 Kansas City, Missouri

813-15 Rockefeller Building
 Metropolitan Life Building
 Fifth Floor, Merry Building



Holiday Advertising

Following a custom which our million readers have come to look forward to, we will run in the December Cosmopolitan a special holiday gift section.

It will carry an illustrated department heading, setting forth the advantages of holiday shopping via the advertising pages. It will emphasize the convenience of home leisure in selecting, and the satisfaction of buying articles standardized through magazine advertising.

Regular rates hold, and this form will close for December on October 12th.

Advertisers will be accommodated in the order in which their copy is received.

Haven't *you* something to sell to the million gift-seekers who will look to the December issue of Cosmopolitan for *buying suggestions?*

Francis Chung

CONKLIN MANN
Eastern Adv. Mgr.

J. H. WILLIAMS
Western Adv. Mgr.

119 W. 40TH ST. NEW YORK, N. Y. **COSMOPOLITAN** MEMBER OF THE **A. B. C.**

naturally I want to dig out 'who's to blame.' Right here is where I want to thank you for your share in that big boost.

"I am going to keep my weather eye open for that report of yours August 10th. I want to see you in with a good bunch of sales, not only for one of the prizes coming off on August 10th, but for your credit on the Motor Cycle. Then that cash commission is not to be sneezed at.

'Will you interest yourself in keeping your stock of Kaola in a cool place—you know Kaola melts at about 80 degrees, so to get the best results with your trade, it should be kept cool.

"Are you getting the printed folders which are being supplied to the grocers? I'll be glad to have you write me your opinion of the effect you get in sending them out with packages to your customers. I want to make this printed matter help you, and a suggestion on your part will be what I am looking for. I am always on the job.

"With best regards,

"Yours faithfully,

"CHAS. V. COOK,

"Sales Manager."

Imagine yourself a clerk out in some small-town store—wouldn't you feel kindly to a man who wrote to you like that? Wouldn't you be very much inclined to help him make good on his job? Sure you would—you are only human! One of the best friends I ever made in his life was a young fellow in Capetown who first wrote me asking for help in getting a set of the stamps issued by the United States Government for the Columbian Exposition.

But there is no end of ways for framing a sales letter so that it will get under a man's skin. Every condition requires different treatment. Sometimes the plan of the letter will turn the trick—only the other day I got an order from a man I was on the verge of giving up, by the simple expedient of writing him a long-hand letter on personal stationery, instead of the usual cold-blooded typewritten affair. More frequently changing a word here and

there in the text may suffice. But whatever it is that you do, you will usually find that it is the "tone" given to the letter that makes the difference. It's not so much what you say, as how you say it. That is why so many advertisers these days insist that sales correspondents sell goods on the road, before they take their desks in the sales department.

Canadian Advertisers Organize

The general advertisers of Canada have formed an organization known as the Association of Canadian Advertisers, in order to create a means of interchange of information and carry out plans to create better conditions so that its membership may expend their advertising appropriations more intelligently and more effectively.

The association will investigate the circulation and standing of newspapers, magazines, trade papers and other advertising media; collect data from all available sources in regard to its media and report on the same to its members. The plans of the Association are rapidly getting under way and include arrangements for a competent audit of the circulations of Canadian publications in verification of the reports furnished to it, the aim being to establish a reliable source of advertising information in Canada also on similar lines to what has already been accomplished in the United States by the Association of National Advertisers and the Audit Bureau of Circulations.

The board of directors consists of: President, L. R. Greene, Tuckett, Ltd.; vice-president, J. C. Palmer, Canadian Kodak Company, Ltd.; treasurer, J. R. Kirkpatrick, E. W. Gillette Company, Ltd., and R. M. Allworth, F. F. Dalley Company, Ltd.; B. H. Bramble, Good-year Tire & Rubber Company, Ltd.; A. T. Channell, Channell Chemical Company, Ltd.; H. H. Cluse, P. C. Larkin & Co.; O. C. Dorian, Columbia Graphophone Company; H. E. Mihell, Imperial Varnish & Color Company, Ltd.; secretary, W. A. Lydiatt, 53 Yonge street, Toronto.

The membership is limited to general advertisers. Publishers, advertising agents and other sellers of advertising space or service are not eligible for membership, also advertisers and manufacturers of patent medicines, alcoholic beverages, real-estate and promotion propositions.

New Advertising Firm in Boston

J. H. Gorham and C. R. Deane, formerly with the Essco Sales Service, Boston, have opened an advertising office in that city. Mr. Gorham was formerly connected with the P. F. O'Keefe Advertising Agency, Boston, and the New York office of the Cowen Company.

Mennen Triples Canadian Advertising

Sales Increase in a Manner That Shows the Dominion Is Not Unresponsive Because of the War—Feature of the Campaign Is Large Newspaper Space—Will Continue into the Winter

WHEN a few weeks ago Colonel J. B. Maclean, president of the Maclean Publications of Toronto, expressed his optimism regarding trade conditions in Canada there were some who believed that he was over-enthusiastic. However, an American corporation, the Gerhard Mennen Chemical Company, of Newark, N. J., has found conditions there to be even better than the colonel stated.

At the time prospects seemed the darkest over the border, the Mennen company tripled its advertising appropriation and determined to make an aggressive drive for the big business in the Dominion.

So on July 15th copy began appearing in a campaign which included newspapers and trade journals, besides direct work on the dealers. Already the business of the Mennen company in Canada has been increased 40 to 45 per cent and from the outlook the growth will be continued.

The main drive has been in the newspapers, although several thousand dollars have been spent in the trade papers and in direct matter. The entire appropriation is estimated by W. A. McDermid, sales and advertising manager, at \$13,500. The campaign has been scheduled to run until the latter part of the winter.

The Mennen company has been in business in Canada for 15 years, but never has added to its business so rapidly as during the present campaign. For ten years the company has operated a factory in the Dominion. Mr. McDermid is a Canadian and is familiar with the market in Canada, as well as enthusiastic about the wonderful possibilities of keeping a business pace in step with the

great growth of the population which is certain to come.

In discussing reports which have been circulated about Canada during the last few months, Mr. McDermid remarked:

"Although there have been statements asserting that Canadian immigration has fallen off, we have authentic figures to show that such is not the case. In one province alone there has been an increase of nearly 500 per cent in the population.

"The results which we have obtained during our present cam-

Two million Canadians will shave to-morrow

Will it be a pleasure?—or will it be torture?

There are no more references to "torture" in the shaving process. Mennen's Shaving Cream is the only shaving cream that is so smooth and so easy to use that it makes shaving a pleasure. It is the only shaving cream that is so rich and so creamy that it makes shaving a pleasure. It is the only shaving cream that is so smooth and so easy to use that it makes shaving a pleasure. It is the only shaving cream that is so rich and so creamy that it makes shaving a pleasure.

MENNE'S SHAVING CREAM

How to prove these facts

Send 10c to the trial folder TODAY

Large-size newspaper copy

campaign verify my opinion of the wonderful trade possibilities in the Dominion. When others were retiring from the field, sure that a trade crash would result from war conditions, we tripled our advertising efforts and our big increase in business shows that we had the right idea."

Striking newspaper copy has been a feature of the campaign. The advertising has a punch in it, although Mr. McDermid stated that the campaign was written almost overnight. It was prepared with the assistance of a Canadian agency man.

The advertising will run straight through until January or February of next year.



H.L. Grout

— intuitive, fine-grained, a strong draughtsman and a true colorist— his women and children are charming— his men vigorous and keen. The unusual technique, character and personality of his work are important factors in some of the choicest advertising illustrations produced by

CHARLES DANIEL
FREY
COMPANY
Advertising Illustrations

MONROE BUILDING
CHICAGO

Apply this to P

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Pier Advertising

When men die on their feet because business is dull, those who spurt up get all there is going, because they have the field to themselves. There is no ideal time for quitting, but the very worst time is when other men lie down---that's an opportunity. Write us for information.

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Inc.	8th Floor Tower Bldg., Chicago, Ill.	

Inland Storekeeper

announces the appointment of

WILLIAM G. PALMER

as Editor and Manager

to take effect with the change of ownership
of the Magazine October 1,
already announced.

MR. PALMER'S experience has been of a character to fit him admirably for this work. It has included the Editorship of two of the country's successful trade publications, Sales Management in a large Food Product House of national scope, association in an Executive capacity with a prominent Advertising Agency, and, most recently, work with the Butterick Publishing Company. Throughout practically this entire period he has been in intimate personal contact with retail merchants and their problems in all sections of the country.

INLAND STOREKEEPER

461 Fourth Avenue,

New York

Ex-Presidents A. A. C. W. Will Award "Printers' Ink" Cup

Executive Committee of National Association Takes Action Regarding Future Contests—Elaborate Campaign Planned to Advertise Advertising—Progress of Vigilance Work

THE Executive Committee of the Associated Advertising Clubs of the World, meeting in Indianapolis last week, heartily and unanimously approved a plan for a mammoth campaign to advertise advertising, as outlined by William C. D'Arcy, of St. Louis, who is chairman of the committee planning the campaign.

Formal thanks were extended to PRINTERS' INK for the new PRINTERS' INK Cup, description of which appeared in the issue of September 9th.

President Herbert S. Houston, in presenting the matter, said that the Cup had come to be the motive for the "great annual Marathon" among the clubs, ending at each convention. In order that the contest may in the future be clothed with greater dignity a resolution was passed by the committee whereby the Cup will be awarded hereafter by a committee composed of the three last ex-presidents of the associated clubs, the last retiring president acting as chairman. The committee that will serve at the Philadelphia convention next year is made up of William Woodhead, chairman; George W. Coleman and S. C. Dobbs.

Among the other important things transacted was the admission to the A. A. C. of W. of the Cleveland, Detroit, Buffalo and Rochester advertising clubs, comprising the Advertising Affiliation. New clubs at Marietta, O., and Reading, Pa., were also admitted, the total added membership being nearly 1,400.

The details of the campaign to advertise advertising cannot be made public now, but Mr. D'Arcy was able, at this meeting, to go

into enough detail to show members of the committee that the campaign would have breadth and dignity in keeping with the subject with which it will deal.

TO EDUCATE PUBLIC REGARDING ADVERTISING

Primarily, it will seek to educate the public upon the public advantages of advertising—to down the fallacy that advertising increases the cost of things, to show how advertising increases and standardizes qualities, etc.

Mr. D'Arcy reported that services had been voluntarily offered free which could hardly be bought, and that the committee had met with the most gratifying encouragement from all sides. Several large publishers had agreed to co-operate and some general advertisers had said they would gladly donate from their contracted space for the campaign.

Lafe Young, Jr., Des Moines, vice-president of the A. A. C. of W., believed all the leading newspapers would be glad to give space for the campaign, and others in the meeting were of the opinion that other periodicals and other mediums would be equally willing to help. A. A. Gray, Chicago, recently elected president of the Federation of Trade Press Associations, and John Clyde Oswald, the retiring president, said the trade papers would be very glad to give space.

"A good many of us," said Mr. Oswald, "are paying for similar matter for our columns which does not answer the purpose as well."

William H. Ingersoll, chairman of the National Commission, outlined the commission's work for the near future, speaking of the fact that since the commission has an executive secretary, the work can go forward with greater dispatch. Mr. Ingersoll spoke of the progress which the trade practice committee of the commission is making, this committee existing to make the standards of practice of the several departmentals effective.

Lewellyn E. Pratt, New York, chairman of the National Educa-

tional Committee, reported that his committee would soon have ready a new study course for the first year's life of a new ad club. The course for Y. M. C. A.'s is also being revised by Frank Leroy Blanchard, chairman of the subcommittee in charge.

Merle Sidener, chairman, and H. J. Kenner, secretary of the National Vigilance Committee, reported upon the progress made since Mr. Kenner took active charge of the work a few weeks ago.

It was shown that plans were under way for vigorous vigilance efforts, with paid secretaries, in a number of new communities. Mr. Sidener told how local business men, newspaper and others invariably co-operate with the truth-in-advertising efforts of local clubs just as soon as they understand the movement is built upon the idea of co-operation rather than coercion.

The executive committee discussed plans that are going forward under the direction of Walter B. Cherry, of Syracuse, chairman of a special ways and means committee, for the sale of sustaining memberships to raise funds to extend the A. A. C. of W. movement. This committee will be increased in size to include one member from each department of the National Commission.

Notes on the House-organ by an Ex-Organist

FREEPORT, ILL., Sept. 9, 1915.

Editor of PRINTERS' INK:

The trouble with many house organs is that some of the "organists" are bum performers. They play with little or no preparation, and in consequence the chords that they strike never get beyond the barber-shop class!

The diagnosis of this case, and the cure, are covered by two articles that appeared in PRINTERS' INK of August 19, 1915.

"Some Things That a House-organ Shouldn't Do," page 28, is an analysis by a man who knows. It has the ring of experience. Evidently the writer has followed this hazardous profession, and in his organ recitals has dodged a few bricks, as well as received the bouquets due the successful performer.

Mr. Feland's article, page 10, gives a remedy which, if taken faithfully by any firm bitten by the *Bacillus Ouse-*

organus, will pull it through to recovery.

Between 20 and 30 house-organs come to this desk every month. And the only ones that fulfil their mission are the ones written by fellows—who aren't writers! They know a lot more about their subject than they do about advertising psychology. And as for classy make-up, they've never been introduced!

One of the most convincing publications that I have ever seen came to my desk in an eight-page pamphlet form. It contained no illustrations. And when I read that first number I said, "This could never have been written by any but a man who has lived with his subject for years."

In that little pamphlet there was no coloratura advertising slush, no joke padding, clipped to fill up space, no fake Question and Answer department, no picture of the Boss at his Flat top Mahogany, trying to look brusque at the phone. (Note right forefinger holding down receiver hook, to avoid a bawling out by phone operator!) In short, the whole pamphlet contained not one false or weak or irrelevant note.

Interested? You can depend I was! When the second number of that little publication came, I read it carefully. As I read, I felt myself slipping. Number three landed me! And every number since has kept me sold.

The secret of the effectiveness of that house-organ lies in its sincerity, and in the conviction it carries that every word is written by a man who *knows*. Mr. Feland's article states the case with precision. It also is written by a man who *knows*!

So I say, don't tackle this house-organ proposition unless you have some one *right in your organization* who is familiar with every nook and cranny of your business, and who can direct the work. Let this man write the copy in the rough himself, and if necessary hire an "editor" to substitute "whom" for "who" and "doesn't" for "don't" wherever desirable, and to put the fine touches on the make-up and the cover design.

It is better to turn out a four-page pamphlet of the Real Dope, written by a man Who is on the Job, though his technique may be fierce, than to render thirty-two pages of "pep" by a Regular Organist whose phrasing and execution are faultless, but who is playing "by ear"!

REEVE BURTON.

Written in the September Dog Days

THE EFFICIENCY PRESS

WILMINGTON, DEL., Sept. 11, 1915.

Editor of PRINTERS' INK:

Just to start something that may make an extra smile grow here and there, I want to suggest a new department for your interesting publication.

The heading is to be "Inappropriate Slogans," and I want to enter the following as an opener.

For an undertaker: "Eventually, why not now?"

F. J. STEINLEIN.

*Little Journeys with the
"Journal"—No. 3*

Across the Continent

The annual convention of the American Electric Railway Association—the most important electric railway event of the year—will close at San Francisco, October 8th, 3 p. m. New York time. At 9 a. m. October 9th, next morning

Electric Railway Journal

will be in the mails carrying to the entire industry a complete report of the convention, including abstracts of all important papers and discussions.

This is an example of how the Journal serves its field. It explains why this publication is read by the men who control the important departments on over 99% of all electric railways.

Isn't this a paper that should have your selling-talk in it?

Write for details of its thoroughly classified circulation.

McGraw Publishing Co., Inc.
239 W. 39th STREET - NEW YORK

*Electric Railway Journal, Electrical
World, Engineering Record, Metal-
lurgical and Chemical Engineering*
Members Audit Bureau of Circulations



Advertising to Women

¶ One reason for the popularity of The Digest among women is the variety of its contents and the fact that a great part of our regular departments are Women's Topics.

¶ The October 9th issue, for instance, will have extraordinary interest for Everywoman. A resume of suffrage in every state and both sides of the question will be given in this issue.

¶ Did you know that in the advertising of Food Products for the entire year of 1914 only three publications—two women's and one general—exceeded The Literary Digest in the number of advertising accounts carried? Send for a copy of "The 1914 Advertising of Food Products as printed in 26 Publications."

¶ We can serve you quickly. Going to press ten days in advance and distributing 400,000 copies a week, we can really be said to offer the advertiser

"Immediate National Publicity"

The Literary Digest

Right and Wrong Ways of Selling Your Goods to Big Hotels

The Potentates of Several Famous New York Hostelrys Take an Interviewer into Their Confidence

By Charles J. Savage

WHAT methods do food-products packers and other business concerns, marketing either trade-marked or unbranded goods which sell to hotels, pursue in getting their goods introduced there? Is there a story in that? It seemed so. And it seemed worth while, furthermore, to use the pump to find out about it. But first let us get our proposition into a proper focus.

The manufacturer or packer of a line of food products has several outlets for his goods, no matter whether he puts out a family of trade-marked, advertised goods or whether he markets his product in bulk and unbranded. He may sell to the wholesaler, who sells to the jobber, who sells to the retailer, who sells to the consumer. Or he may go to the consumer direct, by way of the retailer, irrespective of whether he advertises to the consumer or not. So that the first, largest and most important market for any packer lies in the general consumer—the great, big, all-powerful public.

He can reach, and influence and prompt to action this court of last resort in a good many ways. He may educate this public by the use of advertising space in magazines, newspapers, street-cars, posters or outdoor display, or by sampling (direct or through dealers) and in any one or all of those ways persuade that public to buy his goods. The goods have merit, they are priced right, they please and the public buys and keeps on buying. Or some folks who have tried the goods may be so taken with them that they tell their friends about them; same result—more customers added. Or the grocer, himself, may recommend a particular brand of goods to his customers. They have confidence in him, because they realize that in

order for him to succeed he must please them in goods, in service, in everything. So they buy on their grocer's recommendation, are pleased and continue to purchase the same goods all the time. So, in any event, it's all a matter of pleasing the customer.

Another outlet for the packer of food products is found in the business of supplying institutions of all kinds—hospitals, prisons, "homes," etc., and also in supplying different branches of the Government—army posts, battleships, naval stations and so forth. Here is a branch of the selling organization which requires talent of a special order.

SELLING TO THE GOVERNMENT IS SIMPLER

In the case of Government supplies and supplies for institutions which may be under the supervision of a local government, specification blanks are sent out asking for bids, detailing the kinds of goods wanted, the size or weight of the cartons or tins, the quantity required, the packing, the cartage, the date of delivery, etc. Sometimes the different delivery dates for certain quantities are spread over quite a period of time, so that in making bids the packers are required to exercise a certain prophetic view of the market, or otherwise perhaps sustain quite a loss. In that instance, it isn't so much a matter of pleasing the ultimate eaters of the goods (since they have no choice in the matter of the variety or quality of the products they eat) as it is of meeting the rigid details of the specifications. The lowest bid, consistent with the demands, wins. If trade-marked, advertised goods are wanted, of course that clarifies the situation. The quality and price, in that case, are known and

settled beforehand; and it is simply a matter of ordering the goods from the manufacturer, wholesaler, jobber or broker.

But how does a big (or little) packer of food products proceed to sell a hotel into which he wants to get his goods? The jobber won't always attend to it—give him something easy. It is a big field and it seems to be set upon a somewhat different basis, in some instances at least, from the other outlets mentioned.

In the first place, the hotel knows pretty definitely what it wants, but it isn't always able to know just exactly what particular brands of food products it may be called upon to serve. It has a pretty large family to take care of—a select boarding-house multiplied a thousand times and then some plus-es tacked on for good measure. Should a manufacturer or packer content himself with the regular selling methods to break into a big hotel with his goods? Or is it wise for him to adopt some freak selling practices?

QUALITY AND PRICE ARE FIRST CONSIDERED

A composite statement embodying the views of two representatives, a managing executive and the steward, of the Hotel McAlpin, New York City, ought to be interesting:

"Naturally, in a big institution of this kind we have all kinds of pressure brought to bear upon us in regard to the stocking of food products and other perishable necessities which we are obliged to furnish to our guests. But we can say this, and we want to emphasize it with all the sincerity at our command, that the wishes and pleasure of our guests come before everything. They are the ones who are making this hotel a paying institution and it would be suicidal for us to look in any other direction.

"We judge all goods, first of all, by their quality—their inherent merit—regardless of the cost. We have to go to some pains sometimes to really convince ourselves of the quality when we are in doubt; and in some instances we

have chemical analyses made of the products offered to us, the manufacturer bearing the expense.

"Then, of course, the price element is considered—it has to be. If we find, after the most thorough kind of investigation, that certain goods are a bit lower in price but just as meritorious as others priced higher, we take advantage of that profit. If we were to consider the thousands of products offered to us, many of which we know beforehand we cannot use, we would have time left for little else. We know the market; we have tabulated in detail, daily, price reports on the condition of the markets—so that we know exactly how to buy, what to buy, where to buy it and when to buy it most advantageously.

"Do you know that, to my knowledge, there are 228 branded whiskies on the market? We don't carry all of them; we can't; we wouldn't like to have to. Of course, such things as Old Crow Rye, Gordon Gin and others which I could mention we have to carry because advertising has built up for them a steady and persistent demand.

"A big hotel these days is run on the highest principles and embodies within itself just as much modern business efficiency as the great department-stores, if not more. The detail, as you may know, is infinite. It used to be said that most everybody believed that he could do one of three things better than the other fellow—run a hotel, edit a newspaper or write a play. That joke has died with the advent of the modern hotel and its principles of efficiency.

"You ask: 'What unusual methods do some manufacturers or their agents adopt to find a market for their goods in the big hotels?' We know of some instances. We'll tell you about them, but they are the exception. You must bear in mind, however, that in every single instance the goods themselves must stand the test.

"A packer or one of the directors of the packing company may have pretty influential society con-

National Advertisers

Desiring to Thoroughly cover New York City Should Investigate

IL PROGRESSO ITALO-AMERICANO

the Leading Italian Daily Newspaper in the United States.

The daily average circulation of *Il Progresso*, 134,831, audited by the A. B. C., represents a good-sized city in itself.

The many advertisers who have investigated what *Il Progresso* offers in the matter of real home-circle circulation and have tested its great advertising value are satisfied friends.

It is reasonable to expect that 134,831 newspapers going straight to the center of the family circle of thrifty people should bring satisfactory results if the rate is right.

Il Progresso Italo-Americano has the circulation and a right rate **AND**

The utterances and announcements in *Il Progresso* are believed, because of the prestige of the paper as the leader of its class in the United States.

Reliability has bred confidence, and announcements in their native tongue make the claims of advertisers clear to the readers of *Il Progresso*.

Confidence in a newspaper plus copy that is comprehended are bound to give advertisers profitable returns.

Il Progresso has the circulation, the rate, the confidence and respect of its readers, and a copy department that will arrange your copy in clear, comprehensible Italian.

It will be a pleasure to furnish facts and figures on request.

Il Progresso Italo - Americano

Member Audit Bureau of Circulations.
Member American Newspaper Publishers' Association.

42 Elm Street

NEW YORK CITY

Net Daily Average Circulation, 134,831

Built by maintaining the standards
of the best American newspapers.

Il Progresso Italo-Americano Della Sera

(which latter phrase means "of the evening,") is second in circulation in the evening field. In combination with the morning edition the advertising rate is 30c. per inch additional.

nections. These connections may get to work in different channels, some of them subterranean, some up on the table, and the trick may be turned in that way. That is somewhat unusual, though.

"Then, there is the manufacturer who may have business relations of another kind with the management or directorate of a large hotel. Sometimes pressure is brought to bear and his goods, being found right, are put into stock. Not every hotel will admit those practices, but they have been known to be executed just the same.

SOME COMPANIES HAVE TRADE-BOOMERS

"Some packers have what are known as 'boosters' or 'commercial spies' continually going around to hotel dining-rooms, sometimes with parties of friends to allay suspicion, and 'boosting' certain brands of relishes, sauces, liquors, fruits and canned goods of every description. If the goods asked for and being 'boosted' are not handled by the hotel, immediately there is a big (and apparently sincere) kick registered. Polite abuse about service and so forth is heaped upon waiter, head-waiter or even the management direct. Now if there is one thing that any hotel deplores it is complaints regarding dining-room service. It is suicidal to send away a displeased patron. He can do you harm in so many ways. And, in order to obviate this, the goods called for are put into stock. Especially, if the 'trumped-up' or artificial demand is persisted in. It is pretty difficult to distinguish between the real and the fake demand in those cases; so in order to 'stop the noise' the goods are stocked.

"Sometimes a good, legitimate guest of the hotel does the 'boosting' (the packer may be a close friend of his)—but it's better to order the goods than lose a guest. It's cheaper in every way. The practice of 'knocking' another manufacturer's goods in order to supplant them with the 'boosted' brand has practically died out of its own accord.

"Again, the packer or his agent—alone, with his family or with friends—will engage a suite of rooms in a hotel. He gets known; spends money freely; has a pleasing way of making friends; ingratiates himself with the clerks; cultivates the management. First thing you know his goods are down in the steward's room; and it has even been recorded that such methods have worked so effectively that the packer has had his goods *named* on the menu card.

"You won't find many products, however, on the McAlpin menu card, printed specifically with their brand-names. Some food products, however, breakfast foods in particular, have become so popular by virtue of persistent advertising that we have to name them definitely; people know them and call for them by their names, so there isn't anything else left for us to do.

"The personal-preference element enters into it sometimes. We know a hotel steward, 20 years in the business, who has insisted upon mentioning Horlick's Malted Milk on every menu card in every hotel with which he has ever been connected. The reason? It seems that he has a grown daughter, 17 years old, who thrived on Horlick's since she was a babe in arms. Her mother being of a delicate constitution. Wish you'd try to argue that steward out of leaving Horlick's Malted Milk off the menu card!

"The itching palm of the steward has been soothed, too. Stewards, as a general thing, are pretty well-paid individuals. A good one comes high. The grafting idea has been pretty thoroughly eliminated. Of course, in spite of the strict precautions that are adopted in the better hotels, there is still room for that sort of thing. Human nature is still human nature. But stewards don't need the perquisites and the best of them don't want them. It is really beneath the dignity of a real steward. Furthermore, if a steward should be inclined that way, he would be in constant fear of detection and be kept pretty unhappy. They are all jealous of their reputation for



Judge.

Judge isn't a doctor constantly operating on the body politic, or a thermometer raising danger signals that the times are feverish, or a hot-water-bag blistering society in order to relieve its ills and chills.

No, Judge is rather the chocolates that take the mind off of doctors and thermometers and hot-water-bags and operations and dangers and blisterings.

Judge is frankly not concerned with correcting the ills of living; except as that comes through increasing the joys of living.

The result of this policy is editions of 175,000 really *happy* mediums each week.

LUTHER D. FERNALD, ADVERTISING MANAGER

Judge

The Happy Medium

Member Audit Bureau of Circulations

Canadian Campaigns

ADVERTISERS influenced in the selection of mediums and agency service by the fact of membership in the Audit Bureau of Circulations are advised that the undernamed are some of the publications and agencies which are

A B C

Members in Canada

DAILIES

FREE PRESS London
BRITISH WHIG . . . Kingston
 (also Weekly Edition)
EVENING CITIZEN . . . Ottawa
HERALD & MAIL . . . Halifax
 (also Weekly Edition)
HERALD Calgary
EVENING PROVINCE . Regina
TIMES Moose Jaw

ILLUSTRATED WEEKLIES

CANADIAN COURIER . Toronto

AGRICULTURAL WEEKLIES

CANADIAN FARM . . . Toronto
FARM & DAIRY . Peterborough
FARMERS' ADVOCATE . London

ADVERTISING AGENCIES

J. WALTER THOMPSON
CO., Ltd. Toronto
H. K. McCANN CO., Ltd. . Toronto

Authoritative and necessary data about the Canadian market and the advertising mediums that reach it (including rates, circulation, etc.) is contained in **LYDIATT'S BOOK**, "What's What in Canadian Advertising." Invaluable to anyone considering Canada. 334 pages, leather-bound, pocket-size, price \$2.00. From **W. A. LYDIATT**, 53 Yonge St., Toronto, Canada.

integrity. They can't afford to leave themselves open. Too many are allowed into the 'secret.' News travels quickly. A quarrel may come about. And the little piece of 'graft' would act as a boomerang. Not only would the steward lose his job, but he would put himself in a bad way toward getting another one.

SUREST WAY TO THE STEWARD'S STORE-ROOM

"The most effective way to get food products stocked in a large hotel is the legitimate method of creating a steady consumer demand through advertising. Products like Lea & Perrin's Worcestershire Sauce, Brand's A1 Sauce, Kellogg's Toasted Corn Flakes, Post Toasties, H-O, Crosse & Blackwell's Chow-Chow, etc., must be in stock in every worthwhile hotel because people are continually calling for them.

"It seems to be a well-established fact that the best-known and most frequently called-for goods are those which are advertised and kept in front of the people year in and year out. In view of that fact, it would seem as if such a method would be not only the most legitimate one to get one's product into a hotel, but also the most effective and profitable, in the long run."

At the Waldorf-Astoria, Oscar Tchirky, familiarly known as Oscar, voiced the general opinion of the McAlpin folks. He said:

"The merit of the goods and the wants of our patrons are the only things that enter into the purchase of food products or other goods for the Waldorf. We permit no 'schemes' or freak merchandising methods of packers or other manufacturers who want their goods considered.

"Here's an instance: Some time ago we gave an order for 25,000 cigarettes. They were good cigarettes. They were delivered and found satisfactory. But shortly afterwards the people from whom we bought the cigarettes got the idea that it would be good business if they advertised the fact broadcast that they had recently filled an order for 25,000 ciga-

rettes for the Waldorf-Astoria. Accordingly, they pasted in their show-windows the most glaring kind of sensational posters announcing the 25,000 purchase by the Waldorf. That settled that firm. They have not had any further orders from us, and they won't have. We are against all such cheap methods. We won't have a part in them. And we object strenuously to any business concern attempting to capitalize the Waldorf in any such cheap or sensational manner."

ADVANTAGE OF INDIVIDUAL-PORTION PACKAGE

At the Park Avenue Hotel the steward was equally vehement in his opposition to the circus methods of merchandising carried on by some manufacturers. He had no objection to their pursuing whatever methods they preferred, but he declined to have the Park Avenue made a part of them. In general, his sentiments were in accord with the views expressed by the McAlpin and the Waldorf. But, as a sidelight, he added this bit of rather interesting information:

"A plan is being adopted by some packers and manufacturers of food products which I believe will become general a little later on. It is that of putting up breakfast foods, marmalades and other products in individual-portion cartons for hotels. That is a splendid idea. It is cleanly and sanitary. It is a convenience for the guest at breakfast, as well as for the hotel. It gives real pleasure to a guest to see his own breakfast food or jelly opened up in front of him at table; he knows it has never been handled before it is served him. Furthermore, it pleases the guest, because it is of just sufficient quantity for him—instead of a big mess of food which may take the edge off his appetite."

Another well-known hotel, which wishes to remain anonymous, issued this statement:

"Generally speaking we do not put names of branded goods on our menus, except such names as the public knows. For instance,



The New Orleans Item

has won countrywide recognition among the makers of newspapers, as an example of progressiveness.

THE NEW ORLEANS ITEM is designed editorially to appeal to the younger, alert, modern, up-to-date people of its community. The evidence of their approval is manifest in its constantly growing success in all directions.

THE NEW ORLEANS ITEM is an independent newspaper, absolutely free from any political entanglements, fighting sanely, sensibly and effectively for good government—a clean municipality and state.

THE NEW ORLEANS ITEM has the courage of its convictions and its advertising columns are as clean as its editorial and news columns. The confidence of the ITEM'S readers, that naturally attaches to advertising that is accepted by the ITEM, has tended tremendously to increase the effectiveness of its advertising columns.

THE NEW ORLEANS ITEM consistently reflects the spirit of the great modern commercial city of New Orleans and leads its newspaper field in circulation and in volume and variety of clean advertising, both local and foreign.

THE NEW ORLEANS ITEM

A. G. NEWMYER,
Business Manager
NEW ORLEANS, LA.

THE JOHN BUDD COMPANY

Advertising Representatives
Burrell Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

in the line of meats, Jones Dairy Sausages are known as an O. K. brand, and we list such goods. There is no question that the brand has some bearing. To take another example, Heinz's bottled goods: they are placed on the table with the original label and are accepted by the public as being good. Still another instance, in the matter of fruits. All who are familiar with Florida brands know that Indian River fruits are excellent, though we do not in the case of bottled goods and fruits advertise either the name of Heinz or Indian River."

The editor of PRINTERS' INK asked me to look into the situation, and the results of the little investigation are as described. The moral—if there is a moral—seems to be that if you want the big hotel to use your goods persistently, you would better forget all about it and instead make yourself "solid" with the general public who patronize the hotels. Then even Oscar cannot say you nay.

Hair-splitting with Price-cutters

NEW YORK, Sept. 10, 1915.

Editor of PRINTERS' INK:

There is in the town of Montclair, a co-operative grocery store which has been running for two or three years with some measure of success. This store puts out the claim that by buying in quantity, selling only for cash, and charging for delivery it saves money for its patrons. This store does not sell at lower than the market prices. In other words, it does not cut prices in the ordinary sense of the word.

However, its aim is to be able to pay a dividend, large or small, to the co-operators at the end of each year because of its plan. Should this co-operative store be successful, and be able to pay a dividend of 10 or 15 per cent or more on January 1 next, would not this dividend be, as a matter of fact, a cut in prices all along the line—hence a cut on advertised goods which are endeavoring to maintain prices as well as on unadvertised goods? A package of breakfast food advertised to sell for 15 cents will really cost the cooperator only 13½ cents if a dividend of 10 per cent is paid to him at the end of the year.

I believe in the maintenance of prices, but it seems to me that some of the arguments the price-maintenance people make are unfair. As an illustration, we have also in Montclair two or three chain store propositions. These people sell only for cash and do not

deliver. Their claims are identical with those of the co-operative store except that they give their customers what might be called a dividend at the time of purchase. Incidentally this makes the customer sure of the dividend, whereas our co-operative store has not as yet been particularly successful in its plan as measured by the size of its dividends.

The price-cutter is branded as an unfair competitor. Has not the price-cutter the right to argue that his competitors are unfair?

"We do business on a cash basis and we do not make deliveries," he might say. "The people on the next block will deliver a five-cent loaf of bread at a cost to them of ten cents for delivery. They will let their customers run up bills for three or four months. Naturally, I cannot compete with such unfair tactics. This concern should be enjoined from doing business in such an unbusinesslike way to the general detriment of business and to the ruin of my store. I have been able to secure my legitimate share of the business of this neighborhood only by cutting prices, sacrificing a part of my legitimate profit."

The co-operative store in Montclair prides itself on being a public benefactor. It is supported by the best element in the town. One is inclined to consider one's self a philanthropist and is more than likely to have a warm glow of pride on his cheek as he contributes his ten dollars for a share of the stock of the enterprise.

As for the low-brow proprietors and managers of the chain stores, we residents of Montclair would turn down a side street rather than meet them.

H. C. BURSLEY.

Lumber Trade Investigates "Ready-cut" Houses

The retail lumber trade has become interested in the sales of "ready-cut" houses, which have been exploited heretofore as a mail-order proposition exclusively. Lumber trade journals are urging the dealers to undertake the sale of buildings of this character, advising them not to let the opportunity get away, as they are said to have done in the case of silos. It is announced that lumber manufacturers who plan to sell through the dealers are investigating the ready-cut proposition, and that concerns in North and South Carolina, Huntington, W. Va., and Shreveport, La., will embark in the field.

Motion Picture Board Elects Officers

At a recent meeting of the Motion Picture Board of Trade of America the following directors were elected: Carl Laemmle, of the Universal Film Manufacturing Company; J. Stuart Blackton, of the Vitagraph Company; J. E. Brelatour, of the Eastman Company; W. A. Johnston, editor of *Motion Picture News*; Schuyler Colfax, P. A. Powers, W. W. Erwin, S. L. Rothapel, Max Stearn and J. W. Binder.



Do You Know Boston Grocers?

Do you know how many grocers there are in each of the 39 cities and towns of Metropolitan Boston?

Do you know how these grocers feel toward advertised goods?

Do you know how they feel toward coupons in advertisements — premiums, sampling and demonstrating?

Do you know what Boston grocers think of direct by mail advertising and which they give more consideration, letters or folders?

Do you know what they think about window displays and indoor displays—which they consider the most effective, hangers, shelf-signs, counter cards or counter cards holding goods?

Get this information covering Boston grocers and you will have valuable information regarding the buying habits of Bostonians.

It will help you eliminate waste in your advertising and merchandising.

We will be glad to supply this information upon request and help you analyze trade conditions in Metropolitan Boston as related to your product.

The net paid circulation of the Boston Evening American is now almost 400,000. It is greater than the circulation of all the other Boston Evening Papers combined. The Sunday American has the largest net paid Sunday circulation in New England.

BOSTON and AMERICAN

80-82 Summer Street, Boston, Mass.

NEW YORK OFFICE, 1789 Broadway CHICAGO OFFICE, 504 Hearst Building

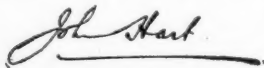
London's Opinion

rules Britain. The London people govern public taste. The London papers circulate all over the Kingdom. The official assessment of London for taxation purposes is £44,959,058, that of England and Wales approximately £86,837,394. London's opinion is reflected and guided by

London Opinion

the brightest British weekly, which carries all the mail order advertising it will accept.

Every doubtful proposition rigidly excluded. Net paid sales certified weekly by public accountants. Rate card—which is firm and subject to no negotiation whatever—on application to



Advertisement Manager

LONDON OPINION

15 York Bldgs., Adelphi, London, England

Gives Advertiser Exclusive Right to Color

The Yellow Taxi Cab Company, of Chicago, has won its suit to restrain Harry Hauke from operating a yellow taxicab in that city. The court held that the advertising done by the Yellow Taxicab Company had established a reputation for good service and low rates, and that the defendant, by painting his taxicab yellow, was seeking to trade upon the good will which another had built up.

Drake to Manage "Paint & Varnish Record"

Louis L. Drake has purchased an interest in the *Paint & Varnish Record*, a semi-monthly trade paper published in New York, and will have the management of the publication. William N. Curtis is president of the company publishing it. Mr. Drake was formerly manager of the *Paint, Oil & Drug Review*, of Chicago.

Chas. H. Mackintosh in New Advertising Company

Charles H. Mackintosh, for several years advertising manager of the Clyde Iron Works, Duluth, Minn., and editor of *Logging*, issued by that company, has formed the direct-advertising firm of Stewart-Mackintosh, Inc., the other member of which is Milton I. Stewart.

A. T. Sears With "Popular Science Monthly"

A. T. Sears, who has been associated with R. C. Wilson for many years in connection with the *Scientific American* and the *Philadelphia Public Ledger*, has now been appointed Western manager of the *Popular Science Monthly*.

Zobian Has Hayes-Diefenderfer Account

The James Zobian Company, New York advertising agent, has secured the account of the Hayes-Diefenderfer Company, New York, direct agent of the Ford Motor Company and dealer in commercial trucks.

Pullman Motor Car Co. Ap- points Sales Manager

A. R. Cosgrove, formerly of the Cutler-Hammer Manufacturing Company, Milwaukee, Wis., has been appointed general sales and advertising manager of the Pullman Motor Car Company, York, Pa.

Geo. E. Armstrong With Les- lie-Judge

George E. Armstrong, until recently general sales manager of the H. B. Claflin Company, has joined the New York City advertising staff of *Leslie's and Judge*.

Elemental Copy Needed for Newcomers

Established 1900

MAROA MANUFACTURING COMPANY, INC.

Manufacturers of
Boss Car Loaders, Maroa Portable
Dumps and Elevators, Maroa Rid-
ing Harrows, Maroa Motor Plows.

MAROA, ILL., Sept. 10, 1915.

Editor of PRINTERS' INK:

Whether advertising men have better memories than men of other callings, I do not know. But I do know that they sometimes forget. I refer especially to the advertising man who does not put much meat in his copy—the advertising man who is prone to use most of his space for the name and address of his firm. This happens more often in trade publications.

That advertising man forgets that many changes take place in the business world. This fellow is fired and that fellow takes his place. One man sells out and a new owner comes in. Some man gets a promotion and up comes the fellow from lower down. And continually, day after day, this shifting of responsibility takes place and with the shifting of this responsibility, often goes the changing of the name on the check or the introducing of a strange name on the dotted line of the order blank. And in the last analysis we must depend upon these if we stay in business. And most especially must we give these newcomers a reason why they should buy our products.

The old liner may make a jump for his requisition pad at the mere mention of our name and address, but not so with the new one. He must be led. You have to put other things in his head besides your post-office box number or a funny story. You really have to buckle down and talk to him about your product no matter how irksome it may seem or how familiar you may be with it. You may even have to illustrate it and in doing this it may not leave you any space for some pet hobby.

For 15 years we have used grain-dealers' journals without missing a single number. One of our salesmen met a man the other day who did not know that there was such a thing as the Boss Car Loader. Why? Because he had not read his trade papers? No. He had just entered the grain business. Probably had no business going into the grain business. But such things happen every day in business and the percentage of changes is great—much more than you think. And it is remarkable how copy devoted to your product will serve your oldtimer and get under the hide of the newcomer. Talk about the thing you have to sell.

JAS. A. WORSHAM,
Sec'y and Gen'l Mgr.

Selden Irwin Joins Nemeyer

Selden Irwin, for seven years with the Dorland Advertising Agency, Atlantic City, has become associated with the Nemeyer Advertising Company, Wheeling, W. Va.



EVANSVILLE, IND., is one of the cities on which Babson reports favorably. General business conditions are equally as good as they were last season at this time and close to normal, which in Evansville means "going some." Flour and tobacco manufactures are extremely active and most of the other lines are lively.

A million and a half dollars have been spent recently in Evansville on new bank buildings.

EVANSVILLE'S gain in bank clearings for August is 32% over August, 1914.

The Evansville Courier

is the strong, high-class, influential newspaper of this prosperous city, the center of a rich and equally prosperous territory.

The COURIER leads in every way—circulation, advertising, and in a news and editorial capacity. It has become the friend, guide and counselor in more than 18,000 homes in this very desirable trade territory.

We have all sorts of information with reference to the paper and the town, and are at your service any time anywhere.

THE COURIER PUBLISHING
COMPANY
EVANSVILLE, IND.

THE JOHN BUDD COMPANY
Advertising Representatives
Burrell Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.



Here we have the whole Chicago Daily News family typified in—Henry K. Chicago, his wife Henrietta, their daughter Marion Bernice, and their son Tommy.

They are glad to meet you.

If you are a fine, upstanding young advertiser, with honest goods to sell, you can get an enormous order from this family—their combined personal and family expenditures amount to not less than half a billion dollars per year. And the surest way to get their order is to advertise in *The Chicago Daily News*.

The *Daily News* has a circulation of over 400,000 and sells more papers within Chicago than any other newspaper, daily or Sunday.

The *Daily News* is an evening newspaper and therefore goes *into* the home instead of out of it.

The *Daily News* is read in more well-to-do homes in Chicago than any other newspaper. (A recent house to house canvass of Chicago proves this.)

The *Daily News* is read by more automobile owners than any other Chicago paper. A recent poll of every owner of an automobile in Chicago shows that over 86% read *The Daily News*—more than read any other newspaper.

The *Daily News* prints more local display advertising *six days* a week than any other Chicago newspaper prints in *seven days*.

The *Daily News* prints more advertising of the three largest men's clothing stores in Chicago *six days* a week than any other Chicago newspaper prints in *seven days*.

The *Daily News* prints more dry goods and department store advertising *six days* a week than any other Chicago newspaper prints in *seven days*.

The *Daily News* prints more musical instrument advertising (pianos and talking machines) *six days* a week than any other Chicago newspaper prints in *seven days*.

And therefore *The Daily News* influences the expenditure of a greater amount of money than any other Chicago newspaper.

Notwithstanding these unusual qualifications, *The Daily News* sells its space at a *less cost per thousand* readers than any other Chicago newspaper.

For these reasons we believe *The Chicago Daily News* merits the serious consideration of every advertiser—whether he is selling corsets, safety razors or automobiles.

Victor Case Does Not Overturn Cream of Wheat Decision

The Macy Suit Is a Prosecution for Infringement Under the Patent Law, While the Action of the Atlantic & Pacific Tea Company Was Brought Under the Clayton Act

BISSELL CARPET SWEEPER Co.
GRAND RAPIDS, MICH., Sept. 20, 1915

Editor of PRINTERS' INK:

In a recent editorial you pointed out that Judge Hough's decision in the Cream of Wheat case indicated a state of mind on the part of the court which was very favorable to the advertising manufacturer who sold his goods under the fixed price system; in the issue of September 9 you also refer, in much the same tenor, to the decision of Judge Hazel in the Eastman case, but right in the face of this, Judge Hough's decision against the Victor Talking Machine Company (in the case of Victor vs. R. H. Macy & Co.) as set forth in the New York Press of September 11, would seem to indicate that Judge Hough was guided, in this latter case at least, by the spirit of the Supreme Court of the United States as exemplified in some of their recent decisions.

In view of this seeming inconsistency of judicial opinion, would not an editorial be appropriate at this time and very interesting to your readers? I merely submit this suggestion for what it may be worth, and presuming you may have already anticipated it.

J. W. SCOTT.

IN commenting editorially on Judge Hough's opinion in the Cream of Wheat case (PRINTERS' INK for July 29), we said: "Of course there is a big difference between refusing to compel a manufacturer to sell his goods to anyone who demands them, and permitting that same manufacturer to compel his dealers to maintain the price." That is precisely the difference between the Cream of Wheat case and the Victor case, and any seeming inconsistency arises through lack of a clear understanding of that difference. Judge Hough has not reversed himself by any means, and Judge Hazel, in the Eastman case, did no more than to suggest that a system of distribution through exclusive dealers, who were under contract to maintain prices, might not be *in itself* a violation of the anti-trust laws.

Without involving ourselves in legal phraseology, or attempting to go into all the details of the situation, we may say that the Cream of Wheat case involves a negative right (to refuse to deal with a price-cutter) which was upheld. On the other hand, the Victor case involves a positive right (to compel price-maintenance) which was refused. The Cream of Wheat Company is within its legal rights when it refuses to sell to the Great Atlantic & Pacific Tea Company, and when it requests (without threats or coercion) that its jobbers do likewise. The A. & P. Company is at liberty to sell any quantity of Cream of Wheat it may be able to secure, at any price it sees fit.

VICTOR COMPANY DOES REFUSE TO SELL MACY

Now the Victor Talking Machine Company has the same right to refuse to sell its goods to R. H. Macy & Co. It does refuse to do so, and asks its jobbers and dealers to refuse also. But Macy still has been able to get supplies of Victor goods through one channel or another, and offers them at cut prices. Just as the A. & P. Company can sell Cream of Wheat at any price it likes (if it can get any), so Macy can sell Victor machines and records at cut rates so long as its sources of supply hold out. Judge Hough has refused to compel Macy to maintain prices on the goods thus acquired. The right of the Victor Company to refuse to sell its goods to Macy was never questioned.

Thus we see that the two cases deal with entirely different questions, and the charge of inconsistency has no ground whatever to stand on. The Cream of Wheat case was an action brought under the Clayton Anti-trust Act, and the Victor case is a prosecution for infringement under the Patent Law. Price-cutting happens to be a prominent element in both, but otherwise they are entirely dissimilar. The importance of the Cream of Wheat case to advertisers lies in the fact that Judge Hough so clearly demonstrated

the true function of a trade-mark. When he declared that the manufacturer of the trade-marked article possesses no monopoly in a commodity which anyone is at liberty to make, but does possess a legal monopoly in a name which nobody else has the right to use, he conceded a principle which the advocates of price-maintenance have been trying for years to establish. But he went even farther than that, and declared that the owner of the trade-mark had the right to take certain steps to prevent the misuse of his mark. Judge Hough's decision is the first instance we know of where it has been judicially declared that *an unauthorized cut in price is a misuse of a trade-mark.*—[Ed. PRINTERS' INK.]

Real Output of Tobacco Products Is Unknown

A dispatch from the Washington Bureau of the *United States Tobacco Journal* to a recent issue of that paper stated that there is at present, despite the existence of the Internal Revenue Department with laws rigorously providing for the manufacture of tobacco products under Government stamp, no way of estimating the cigar production of the United States, nor the number of cigars annually imported into this country from Cuba, upon which Internal Revenue taxes must be paid.

The dispatch accounts for this state of affairs in the fact that the sale of stamps for imported cigars and for clear Havana cigars manufactured in this country in bond under Government direction is not accounted for to the Internal Revenue Department in a way which will permit that organization to issue reports giving the total production of cigars in America and the total number imported. The differentiation between the sale of stamps for cigars made out of bond in America, in the way in which a great majority of the factories operate, and the sale of stamps for bonded factories is declared to be responsible for the chief inaccuracy of the reports.

For years the Internal Revenue Department's monthly and annual reports of the tobacco output have been accepted as standard by the industry.

New Candy Introduced in Texas

Jacobs "Made Last Night" package candy was introduced in Houston, Texas, through a plan of giving a half-pound box of the candy free with every cash "Want Ad" of 60 cents or over placed with a local newspaper.

Contest for Chicago Club Offices

Three tickets are in the field this year to head the Advertising Association of Chicago. These were chosen in open caucus, and each ticket has selected a color for identification purposes. The three "parties" have organized "sub committees," "publicity committees" "get-em-out committees" and other electioneering machinery, so the stage is set for one of the hottest contests in the club's history.

The tickets are as follows:

Purple ticket—S. Dewitt Clough, president; L. D. Wallace, Jr., first vice-president; W. H. Simpson, second vice-president; Gridley Adams, third vice-president; E. W. Ankrum, treasurer; William D. Henderson, Jr., financial secretary; John A. Tenney, corresponding secretary.

Blue ticket—E. C. Bode president; Hugh Brennan, first vice-president; F. A. Farrar, second vice-president; Marion S. Burnett, third vice-president; Walter Bloeser, recording secretary; J. C. McClure, financial secretary; J. Virtue, treasurer.

Brown ticket—William E. Kier, president; H. B. Snyder, first vice-president; A. H. Reinhardt, second vice-president; Ben C. Pittsford, third vice-president; Byron A. Bolt, recording secretary; John Morey, financial secretary; Robert Virtue, treasurer.

Sterling Gum to Invade New York

Within a short time the New York City newspapers will be carrying copy advertising Sterling gum. At the time *PRINTERS' INK* carried the announcement of the new \$350,000 campaign it was stated by Frank L. E. Gauss, president of the Sterling Gum Company, that New York would be left until distribution had been gained in other cities. So satisfactory have been the results elsewhere that the invasion of the metropolis is now imminent. The national campaign has now been under way a couple of months.

Detroit Agency's New Accounts

The Power, Alexander & Jenkins Company, Detroit, has secured the following advertising accounts: Detroit Motor Car Company, Crittal Casement Company, Master Carburetor Company, Wadsworth Manufacturing Company, Echo Talking Machine Company, and Detroit Weatherproof Body Company, all of Detroit.

Louisville Agency Increases Capitalization

The Highway Advertising Company, of Louisville, has filed amended articles of incorporation increasing its capitalization from \$25,000 to \$40,000. Henry Almstedt, William Jarvis and others are interested.

AS a business man, interested as you must be in getting the best possible return on your advertising investment, the following statement of facts is of vital importance to you —

If all of the people who buy the *New York Sunday American*, the Supreme Sunday Newspaper of America—(there are 700,000 of them) and if all of the people who read it (they represent at least 1,550,000 more)—a grand total of 2,250,000—were grouped together they would fill a space of Nine Million Square Feet, allowing the small space of two feet square for each one to stand on.

Standing in a straight line, each individual occupying a space of two feet long, the line would extend 854 miles, 880 feet.

Twenty of them walking side by side, allowing a foot of lee-way between ranks, would make a solid body 40 feet wide that would extend 337,500 feet, or 63 miles, 4860 feet.

They would fill BROADWAY, SIXTH AVENUE, FIFTH AVENUE, MADISON AVENUE, their entire length—and then some. Just think of it!

No human being has ever seen two and a quarter million people in one group. No human being ever will.

No human being has ever watched two and a quarter million people, 20 abreast, repre-

senting 112,500 separate lines, pass a given point.

If two and a quarter million people could be gotten together, 20 abreast, the beginning and the end of the line would be nearly 64 miles apart. The last 20 to reach the starting point of the first 20 would have to walk practically 64 miles, which would require at least 1920 minutes (32 hours) walking a mile in 30 minutes.

You begin to grasp, do you not, what it means to have 700,000 separate individuals buy a copy of the **NEW YORK SUNDAY AMERICAN**, and to have a total of two and a quarter million readers!

Advertisers can reach this number of people at a cost of 58½c. per line on a contract for 52 Sundays.

A campaign in the **NEW YORK SUNDAY AMERICAN** for one year, involving an expenditure of \$22,500, costs the advertiser only ONE CENT PER ANNUM PER READER.

Just think of being able to talk to so many people, 52 times, at such a trivial cost per individual!

Is not the **NEW YORK SUNDAY AMERICAN** THE MOST COMMANDING ADVERTISING MEDIUM IN THE UNITED STATES?

If all the other New York Sunday newspapers printed a similar advertising campaign, it would cost the advertiser \$1.94 per line. The NEW YORK SUNDAY AMERICAN's circulation is more than half of the combined circulation of all of the other New York Sunday newspapers.

If the combined rates of the other New York newspapers are basically sound, then the rate of the NEW YORK SUNDAY AMERICAN should be \$1 per line instead of 58½c. per line.

But advertisers are not asked to pay \$1 a line.

The rate of the NEW YORK SUNDAY AMERICAN is purposely made very fair because we want advertising in its columns to be made very profitable to advertisers.

This fairness is appreciated by advertisers for they give to the NEW YORK SUNDAY AMERICAN the preponderance of all of the display advertising printed in New York Sunday newspapers.



DAILY and SUNDAY

Member Audit Bureau of Circulations.

The Dangers of Aggressive Salesmanship

How the Government Regards Some Not Uncommon Methods of "Meeting Competition"

By Gilbert H. Montague

Of the New York Bar

III

IN a preceding article I endeavored to point out convincingly the fact that no manufacturer or merchant, doing an interstate business, is so small or so inconspicuous as to be immune from possible prosecution under the anti-trust laws. His acts, and the acts of his salesmen and agents, may at any time be used as evidence of a conspiracy in restraint of trade, and the great resources of an important branch of the Federal Government may be behind the prosecution. There is no certainty, of course, that the Government will win its case in the courts (some very important cases have been lost by the Government in the lower courts, and are now before the Supreme Court on appeal), but the Government enjoys one important advantage; it can defray its expenses out of the taxpayers' money, while the defendant is obliged to pay out of his own funds. The defendant in one of the important cases has announced that its defense has already cost more than \$300,000, and the case is not yet terminated.

The almost unlimited resources of the Government, and the certainty that any individual defendant will be obliged to pay out large sums—perhaps seriously affecting its earnings, or threatening actual bankruptcy—has led a great many concerns which have fallen under suspicion to accept what are known as "consent decrees." That is to say, they go into court and formally "admit" the allegations of the Government. Thereupon a decree is entered which perpetually enjoins them from future acts of the sort which have been enumerated in the Government's complaint. Sometimes a defendant

will "consent" to a decree because he knows that his case is weak, and the probabilities are that the Government will win in the courts. Very often, however, consent decrees are accepted solely because the defendant is unwilling or unable to stand the expense of a trial. And under the head of "expense" we must include three things; the actual money which is paid out of the concern's treasury, the loss of time and demoralization of the organization while the suit is pending, and last, but by no means least, the injury to the good will of the business. The public impression that the business methods of a concern are so conspicuously bad that it is necessary for the Federal Government to suppress them may cost more in the end than all the other items put together.

Thus we see that in a good many cases—by far the majority, in fact—the Government is the arbiter and not the courts. It is Uncle Sam's view of what constitutes wrongful restraint of trade, and not the view of the courts, which really is important to the average business man. The courts are continually modifying the doctrine in decrees handed down in litigated cases; but unless a man is prepared to stand up and fight for the legitimacy of his business methods, cost what it may, he cannot afford to disregard the Government's theory as to what constitutes unlawful restraint of trade.

WHAT THE GOVERNMENT REGARDS AS UNLAWFUL

True, the Government has never furnished the business community with a list of all the competitive acts which it regards with suspicion, as indicating the exist-

ence of a conspiracy to crush competition. Such a list would be impossible to compile in the first place, and in the second place it would simply represent an invitation for the wilful wrongdoer to invent some method of restraint which would not be enumerated. But in the consent decrees referred to above, we get a pretty comprehensive view of the general contentions of the Government on this point. Indeed, it is possible to go even farther than that, and supplement the consent decrees with the claims made by the Government in its bills of complaint in some of the cases which are still pending. It should be borne in mind, in connection with the discussion of the cases which follow, that the points raised represent merely the Government's partisan view of the matter; that the courts have not passed upon the merits of the specific instances alleged; and that if and when the courts do pass upon them, a different conclusion may be arrived at. In other words, it is not absolutely certain that *all* of the competitive practices set forth in what follows are *unlawful*; but it is certain that *the Government now maintains that they are unlawful*.

Perhaps the most comprehensive code of salesmanship which the Government has ever framed is to be found in the consent decree in the adding machine case (*United States vs. Burroughs Adding Machine Company, D. C. E. D. Michigan, 1913*). Just how closely the Government thinks a concern should supervise the relations of its salesmen with competitors, and with the buyers of competing products, is here set forth in considerable detail. The decree which the Government obtained in this case, and to which the company consented, directs the company "with all convenient speed to issue and deliver instructions in writing to all its servants and agents engaged in the sale of its products, now or hereafter employed by it, to absolutely desist and refrain from interfering with or directing, or permitting others under their control, or under the

control of either of them, to unlawfully interfere with the business, machines, or appliances of competitors engaged in the manufacture, sale, and shipment, or in the sale or shipment in interstate and foreign commerce of adding-machines or appliances, by inducing or trying to induce such purchasers to cancel their contracts with competitors and to return to such competitors the adding-machines or appliances so purchased, or by wrongfully obtaining information respecting the business, sales, or shipments of such competitors, or by fraudulent or illegal means inducing the employees of said competitors to give them such information, or permitting agents or employees of the defendant company, or of either of the individual defendants, to seek or to induce others to seek employment of said competitors for the purpose and with the intent thereby of wrongfully securing information as to the business of said competitors, or by any other method specified in said subdivision 'e' of the IV paragraph of the petition."

Examination of the subdivision of the petition cited shows that besides the particular "methods" above enjoined, the following must be added: (1) Instructing salesmen how to manipulate competitors' machines for the purpose of showing alleged defects therein and dissatisfying competitors' 'users' or 'prospects' therewith"; (2) issuing "statements reflecting on competitors, for the purpose of injuring their business"; (3) supplying "agents with parts or illustrations misrepresenting the mechanism being sold by competitors, for the purpose of deceiving 'prospects' or 'users' of said competitors"; (4) instructing "agents to secure the names and addresses of 'users,' of competitors, and lists showing the location and description of competitors' machines on trial, for the purpose of interfering with the business of said competitors, and to enable the defendant company, with its enormous resources, to 'outmatch' the 'trials' of competitors," and (5) adopting the "policy of advertising for sale,

(Continued on page 101)

THE AYER & SON ADVERTISEMENT (Concluded)

every year, after the storm had passed she reared her head again right royally and pursued her progressive course.

That Tennessee was a seething center of warfare in other years is beyond question when we recall such names as Lookout Mountain, Chattanooga, Missionary Ridge, Chickamauga. That Tennessee required a long convalescence to recover from the storm of shot and shell that broke over her is quite natural. That Tennessee should live in her past and permit it to hide from the world her avowedly praiseworthy progress in commercial affairs is unthinkable.

Tennessee has much to contribute to the comforts, the luxuries, the necessities of her sister States. It is true that the vast stillness of the mountains may have fostered the habit of silence in her people. And the habit of silence may be responsible for the absence of the habit of advertising in Tennessee. Tennessee's progress has been remarkable. She is even unique in certain lines of manufacture. Bristol, for example, was one of the few cities to which we could turn for dyestuffs when the war cut off our foreign supply.



Bristol is also the home of the Reynolds Corporation, whose cleansers and polishes are brightening up the country pretty generally—a happy condition which Ayer advertising has helped to bring about.

Tennessee has a number of large hosiery mills which have developed a considerable business, but no determined and consistent advertising effort to establish these goods in permanent national favor has been made.

At present, due to heavy war orders, these factories are working overtime. However, they need not be dependent upon a quarrel between King and Kaiser to keep their business booming,

if they will apply the right kind of advertising to their product.

Nashville, founded in 1780 as "the advance-guard of western civilization," has justified her prophets. She is rapidly becoming the recognized center for higher and professional education in the South, with schools that generously merit the publicity of careful advertising. Knoxville, Chattanooga, Sewanee, all have more than their share of more than commonly good educational institutions, proving conclusively the truth of a statement of the United States Bureau of Education—that wherever the first settlers of Tennessee went, they carried a log schoolhouse with them.



The log schoolhouses of the advertising branches of Tennessee's education seem to have been a bit neglected—owing perhaps in part to a native modesty—and in part to the fact that the growth of the children is never quite so apparent to Mother, as to those somewhat farther away.

Tennessee's commercial and industrial children are growing. We have no modesty which prevents our publishing that fact to the wide, wide world. We would like the honor of taking those children separately under our care and assisting them to develop all their native power. Tennessee, Mother of statesmen and Davy Crockett—in the days "When Men Grew Tall," you sent more than your share of big men into the ranks. So, we remind you that we are looking to you to produce commercial giants also, and we ask nothing better than to be called in to assist you in your process of development.

Our work for our numerous clients in the South is the best proof of our ability to meet the special needs of Tennessee's manufacturers.

N. W. AYER & SON

PHILADELPHIA

NEW YORK BOSTON CHICAGO

The Baptist S. S. Quarterlies The National Baptist Quarterlies

Published

NASHVILLE, TENNESSEE

3,400,000 copies printed 90% rural guaranteed
paid circulation.

The Official Weekly Lessons Published Quarterly

Mediums go direct into the homes are used
officially 13 consecutive weeks each quarterly
issue. Space buyers have the advantage weekly
circulation each quarter:

40,170,000

Rates based on press run.

The Official Organs to 5½ million people.

Close September 15th for January, February and March.

Close December 15th for April, May and June.

Close March 15th for July, August and September

Close June 15th for October, November and December

FARMERS' MAGAZINE

NASHVILLE, TENN.

T. F. PECK, Ex-Commissioner of Agriculture, State of Tennessee,
Editor and Publisher

Issued monthly on 1st of each month. First forms close on the 10th,
last forms on 20th month preceding date of issue.

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FROST & FROST

Nashville, Tennessee

Chicago

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New York

at reduced prices, competitors' machines which defendant company had traded out or otherwise secured, for the purpose of preventing sales by said competitors."

AGAIN THE QUESTION OF "INTENT"

As stated in last week's article, dealing with the subject of letters to the trade, the question which the courts always ask is the question of *intent*. "What was the purpose which these acts were meant to effect?" Just so does the Government regard the relations of a concern with its competitors. Any sales tactics or policies which appear to have been undertaken for the purpose of discouraging competitors, or injuring the reputation of competitors' goods, or preventing the sale of such goods by any indirection, are almost sure to fall under the Government's ban. "Was the motive primarily to sell your own goods, or to prevent your competitor from selling his?" is the question.

The kind of acts which the Government regards as evidence of unlawful intent in this respect, are found set forth with considerable detail in the petition in the account-register case (United States vs. McCaskey Register Company, D. C. N. D. Ohio, 1913). This case has not yet been brought to trial, and because of its similarity in many respects to the cash-register case it may be waiting the final disposition of that suit. It cannot, of course, be assumed that the Government can prove any of its contentions in the account-register case. But the Government's notion of what constitutes wrongful relations with competitors may be gathered from the following allegations in its bill of complaint.

"A campaign of fierce and unfair competition" the petition recites, "has been planned or consented to by the said officers of the defendant company and directed by its general manager through its sales managers and other confidential subordinates. A force of special men, sometimes called the 'flying squadron,' was employed, who were particularly instructed and directed, and they imparted to sales agents and salesmen said in-

structions and directions, to suppress and destroy the business of competitors and their dealers or agents. These special men were also sometimes called 'knockout' men, and were employed for the purpose of interfering with the negotiations and inducing the cancellation by customers of their contracts of sale with competitors. Said defendants also employed agents who were instructed and directed to spy upon the business of competitors and fraudulently obtain information as to their sales and shipments, the addresses of their customers or prospective customers, and to report such information to the proper officers and managers of the defendant company at its offices, where it was used to discourage prospective purchasers and to induce the rescinding by customers of contracts of sales with competitors, and otherwise to interfere with the business of competitors. . . .

"They instructed agents of the defendant company how to manipulate competing account-registers for the purpose of showing alleged defects therein and of discouraging prospective purchasers or users of said devices and inducing them to rescind their contracts of purchase.

"They instructed agents of the defendant company to procure information from the employees of railroads, express companies, hotel companies, and others as to the plans and purposes of competitors and the shipment of their products and to report such information to the proper officers and managers of defendant company at its offices where it was used in obstructing and suppressing the business of competitors. . . .

"Said agents have been directed, advised, and instructed by the defendants, who are directors, officers, and managers of the defendant company, to pursue in other ways the work of extermination against all competitors, and have been threatened with dismissal for permitting competition to exist in their district; and by letters, circulars, communications, and by other means they have carried out the plans and purposes of the defend-

ant company and its directors and administrative officers to suppress competition and secure for it a monopoly of the account register business. . . .

"The defendants, who are directors and administrative officers of the defendant company, have studiously copied and simulated the advantageous features of competitors' manufactured products, and embodied and attached said features to the McCaskey account register, and have advised the public, by correspondence and advertisement, that they were adopting and attaching such advantageous features to the registers manufactured and marketed by the defendant company. . . .

"Said directors and administrative officers, from time to time during the period aforesaid, have built account registers to resemble in a general way the appearance of competing account registers and purporting to produce the same results and to perform the same functions. These were not built or offered for sale in good faith, but were for the sole purpose of 'knocking out' competition. Said registers were sold without regard to their cost of manufacture, and at such a figure as would ruin and destroy competitors. These devices were generally known as 'knockers' and were used solely for the purpose of destroying the business of such competitor. . . .

"Said directors and administrative officers also, from time to time, have maintained at the factory at Alliance, Ohio, a display room known as the 'Graveyard.' In this room was shown account registers of competing companies. Display cards and pictures showing the names of competing companies and nature of product manufactured by them were made and exhibited in said room, and pictures representing large piles of competitors' devices being burned as useless were also distributed throughout the trade. Said exhibits were pointed to as a warning to competitors, their dealers and agents, and to other persons who contemplated manufacturing, selling, or using account registers that competition would eventually be

suppressed, and that the 'Graveyard' or bonfire would be the destination of competitors."

DANGEROUS RELATIONS WITH COMPETITORS' CUSTOMERS

One of the most drastic injunctions affecting relations with competitors' customers is contained in the consent decree obtained by the government in 1912 against certain concerns engaged in distributing news and stereotyped plates (United States vs. Central-West Publishing Company, D. C. N. D., Illinois, 1912). By this decree the defendants were enjoined "from sending out traveling men *for the purpose or with instructions to influence the customers of such competitors of either of these defendants*, so as to secure the trade of such customers, without regard to the price."

Interference with existing contracts between a competitor and its customers is, of course, always a wrong for which the competitor may sue the interfering party; and in several suits brought under the Sherman Act the courts have specifically enjoined such interference. The decree last quoted, however, goes to an extraordinary length upon this point and particularly enjoins some of the defendants "from in any manner promising or intimating to any publisher or other person who is a customer of the American Press Association, or any other competitor, that they will protect such customer against expense and costs in any suit that may arise by reason of the repudiation of any contract between such competitor and such customer; from in any manner retaining or permitting the retention by their agents or employees of plate metal or other property belonging to the American Press Association, or other competitor of said defendants; from in any manner offering bonuses of paper or plate service, free or at a nominal price, with the purpose and intent of inducing or enabling customers of the Western Newspaper Union or any other competitor to temporarily change to home print papers and thus to assist them in breaking

Credit Reports on for-
eign houses is a part of the service which we supply our advertising clients free of charge.

Write for details of our service of advertising, translations, credit information, selected lists, advice, etc.

AMERICAN EXPORTER

17 Battery Place

New York

Established 1877, and published in four editions
ENGLISH SPANISH PORTUGUESE FRENCH

First in Purchasing Power

Why are the readers of The Knickerbocker Press first in purchasing power?

Examine, critically, the Daily and Sunday issues of The Knickerbocker Press. There you will find the answer.

**Rate, in Effect January 1st, 1916,
6c per Agate Line — 12½ ems, 8 cols.**

THE KNICKERBOCKER PRESS
ALBANY TROY SCHENECTADY
AND THE CAPITOL DISTRICT

The Business Builder—

telling all about the Sperry System, how it works to the buying advantage of the CONSUMER, and the selling advantage of the DEALER and MANUFACTURER, is now ready.

It describes in a concrete, forceful way, why the Sperry System is the most practical and productive method through which to draw new trade and hold it. It gives indisputable proof of the *results* we are producing for thousands of subscribers every day in the year. Write for a copy.

*Ask for the October number of
"The Sperry Magazine"*

**The Sperry & Hutchinson
Company**

The Hamilton Corporation

GEORGE B. CALDWELL, President

2 West 45th Street

New York

contracts with the said Western Newspaper Union with lessened chances of liability for breach of contract; and furthermore from offering in connection with such bonus to sell their service at less than the usual price to such customer of such competitor, and from offering as a part of such plan the continued use of free plate for the home print side of the papers of such customer."

Salesmen, generally, have come to realize that disparagement of their competitors is not the most effective sales argument to use with customers. In some lines, however, where the customer buys not merely merchandise but also some sort of continued service, the ability of the competitor to continue to give such service is almost an essential feature in the sales argument.

This same consent decree goes to great lengths upon this point, and particularly enjoins some of the defendants "from in any manner, either directly or indirectly, instructing, causing, or permitting their agents or employees or traveling salesmen throughout the country to circulate reports or to intimate or convey the impression that these defendants will put the American Press Association out of business, or that the American Press Association will not be able to continue in business against the competition of these defendants, or that the American Press Association intends to or is about to combine with the defendants or the defendants with them, or to intimate or convey the impression that unless publishers approached by such salesmen deal with these defendants, they will be discriminated against as soon as the American Press Association shall be put out of business by the competition to which it is being subjected; from in any manner unfairly criticising and abusing the method of the said American Press Association with reference to advertising, or from doing any of said things through its weekly house-organs, known as the "Publishers' Auxiliary" and the "Western Publisher," and particularly from misrepresenting

through said means the business and business methods of the American Press Association, with the intent and for the purpose of taking away the customers of the said American Press Association, or otherwise injuring its business; from in any manner unfairly criticising and abusing the method of the said Western Newspaper Union with reference to advertising through these defendants' circulars relating to its bureau of foreign advertising, or from doing any of said things through its weekly house-organ, known as the "American Press," and particularly from misrepresenting through said means the business and business methods of the Western Newspaper Union, with the intent and for the purpose of taking away the customers of the said Western Newspaper Union, or otherwise injuring its business."

THREATS OF NEW COMPETITION ENJOINED

The Government looks with extreme disfavor upon threats or suggestions that new competition may be started under given conditions. Thus, in this same decree all of the defendants were enjoined "from threatening any customer of a competitor with starting a competing plant unless he patronizes one or the other of these defendants; and from threatening the competitors of either of these defendants that they must either cease competing with defendants or sell out to one or the other of the defendants herein, and from threatening that unless they do their industries will be destroyed by the establishment of nearby plants to actively compete with them, or by any other method of unfair competition."

Alleged threats to start new competition were also cited with condemnation by the Government in the corn products case (*United States vs. Corn Products Refining Company*, D. C. S. D., N.Y., 1913). This suit has not yet been determined; so that it cannot now be assumed that any of the Government's allegations can be proved. But among the acts disapprovingly cited by the Government against

the Corn Products company are alleged statements of its officers to various candy manufacturers throughout the country that "it expected them to purchase a certain large percentage of the glucose needed by them" from the company, and that "if said company did not get a sufficient percentage of such glucose business, it would go into the candy manufacture itself in competition with such manufacturers."

Anything which looks like an attempt to shut out competitors' goods by persuading architects, engineers, or any class of professional advisers to refrain from specifying them, is likely to be regarded very seriously by the Government. Thus in the Government's petition in a case against a stone-cutting concern (*United States vs. The Cleveland Stone Company, D. C. N. D., Ohio, 1913*), the company is accused for "inducing architects to specify for use in construction stone of such designation as can be supplied only by the defendant, The Cleveland Stone Company, when other competitors are producing stone of the same or like character, and inducing architects to bring their influence to bear in its behalf upon contractors or those intending to have construction work done, while professing to act disinterestedly and for the sole benefit of such party."

The case against the stone company has not been brought to trial, so here again we are quoting the Government's partisan view of the matter. It clearly indicates, however, that the Department of Justice is prepared to investigate every possible factor of distribution, and that even the professional advice of an architect to his client may sometimes be relied upon as evidence of an intent to restrain competition.

Enough has been cited to show the extreme danger of too aggressive methods of dealing with competitors. Parenthetically it may be remarked that there is almost equal danger in too harmonious relations with one's competitors—but that must be left for later discussion. The intent is the point

at issue, and as I have already pointed out, the Government can ransack letter files and office records and scrap-books for the purpose of finding out what the intent really was. Therefore, it is up to the business man to avoid even the appearance of unlawful intent. Competitors' prices may be met, new brands may be produced to parallel competitors' brands—but the emphasis must be placed on selling one's goods, and *not on preventing the sale of other goods*. Letters, bulletins, advertisements, even word-of-mouth instructions to the sales force must be framed with that point in mind. If the Government's attitude on the question of one's relations with his competitors could be summed up in a single sentence, it might run something like this: "*Safety lies in minding your own business; but the man who begins to mind his competitors' business is inviting trouble.*"

The next article will discuss the attitude of the Government and the courts on the question of price discriminations to meet competition.

(To be continued)

City Advertising Increases Sale of Dog Licenses

A unique use of advertising by the city auditor of Cincinnati has resulted, he announces, in a substantial increase in the receipts of the city from the sale of dog licenses. Mr. Leimann, the auditor, points out that the average dog owner is either not quite sure of his duty in the premises, or is negligent of it; and he accordingly inserted in the *Cincinnati Enquirer* small advertisements calling the attention of all owners of dogs to the requirements of the law with reference to licensing, and to the penalties following non-compliance. The result has been a constant stream of applicants for licenses for the protection of household pets.

New York Hotel Localizes Out-of-town Copy

An unusual feature of its foreign newspaper advertising is that the Hotel Astor, New York, gives the number of guests who have registered from the State where the advertising is to appear. For instance, in an ad in a Louisville paper, it was stated that 417 residents of Kentucky were guests at the Astor during the past year. This localization of interest in the hotel is regarded as a strong feature.

NOW

THEN



THREE years ago the American broke away from the old 5½x8 standard size to

- a magazine that opened flat in the readers' hands.
- an ample sized page, wide margined, that just filled the eye comfortably.
- with larger, more striking illustrations, and infinitely improved typography.
- and choice next-to-reading-matter position for all advertisers.

The public has been quick to respond to the change. Circulation has increased from 285,208 net to 440,986 net—a gain of 155,778 copies monthly, more than 54½ per cent.

These comparative figures, as the time-proven results of three years, are an important consideration to every national advertiser.

The American Magazine

LEE W. MAXWELL, Advertising Manager
381 Fourth Avenue, New York

JAMES D. FULTON, Western Advertising Manager
Tribune Building, Chicago

Don't Go Snipe Shooting WHEN There Are Bears in Sight

Poster Advertising

reaches the man who reads and the man who doesn't—the man who rides and the man who walks—It appeals to rich and poor.

It reaches all the women, and recent statistics show that women buy 75% of everything that is bought for the home, including the clothing worn by husband and sons.

Poster Advertising

is the great, big, smashing appeal that reaches everyone.

A trial campaign in Chicago—the wealthy mother of a million ambitions will show you the way to fortune.

American Posting Service

B. W. ROBBINS, President
Chicago, Ill.

Government's Crusade Against Un- truthful Labels

Some of the Things That Are Being Accomplished in the Censorship of Drug and Medicine Labels — Government Officials Would Likewise Censor Some Advertising

DESPITE the lack of a national "pure advertising" law the United States Government is constantly more or less energetic in its efforts to curb misleading and deceptive advertising. One of the latest and most drastic moves in this direction is found in the efforts of the Bureau of Chemistry of the Department of Agriculture to banish from bottles and packages of medicine all manner of false and fraudulent statements. Within a space of a few weeks more than 50 firms have been found guilty on this score in the Federal courts and the offending goods condemned or a fine imposed.

This Federal label censorship is being exercised as a result of the passage by Congress of the Sherley amendment to the Food and Drugs Act which prohibits false and fraudulent claims as to the curative or therapeutic effects of drugs or medicines. The officials are enabled to be the more stringent with respect to the advertising use of the package in this field by reason of that interpretation of the law which allows them to construe as labels not merely the stickers attached to boxes or bottles, but all folders, leaflets, pamphlets or other printed matter wrapped around a bottle as it is delivered to the ultimate consumer or enclosed in the package. The general attitude of the label arbiters may be surmised from a recent official statement to the effect that "the officials charged with the enforcement of the Food and Drugs Act are of the opinion that the evils of the patent medicine business can be stopped only by the most drastic action."

Four thousand bottles of one remedy were seized in a recent action on the claim that the labels on the bottles and on the paste-board packages were not what they should be and the goods were held until the manufacturer gave bond that the goods would not be sold until truthfully relabeled.

Label users in general who are at all concerned with the Governmental attitude in such matters may be interested to know that the criminal prosecutions and seizures in the recent patent medicine cases have been induced not merely by the element of economic fraud alleged to be involved—the sale, mayhap, at a dollar a bottle of a preparation that costs but a few cents—but more especially by the consideration that the health and even the life of ultimate consumers is endangered. It is because Uncle Sam does not wish to be in the position of allowing the public to lean on a broken reed that the officials have come down so hard upon the preparations that claim to be never-failing remedies for such serious diseases as tuberculosis, diphtheria, pneumonia and scarlet fever.

TYPE OF OBJECTIONABLE LABELS

Labeling typical of that to which the Government authorities are registering emphatic opposition, is that heretofore used on a certain "cure-all" recommended for all sorts of different ailments. The labels, cartons and circulars of this preparation have borne statements as follows: "For fever you need not give anything else but this medicine, it will keep the rash out itself.—For cases of smallpox take plenty and often.—Use freely; give no hot teas, just give the medicine and what pimples are under the skin will come out, the rest will be carried off by the medicine.—Also a wonderful and positive remedy for dyspepsia, keeps measles out nicely, regulates the bowels without trouble, and by purifying the blood prevents your liability to disease." The Government analysis of this cure-all showed it to contain about



Write for These Two Booklets---

"The Advantages
of Color in Booklet
and Catalog Ad-
vertising and Tic-
onderoga Special
Magazine Paper"

"Line Cuts and
Type Printed on
Ticonderoga Egg-
shell Book"

*You need them in
your business*

**TICONDEROGA
PULP & PAPER
C O M P A N Y**

*Members of the Paper Makers'
Advertising Club*

200 Fifth Ave., New York City

19 per cent of non-volatile matter, nearly 9 per cent of alcohol, anise and a vegetable cathartic drug.

One firm aroused the Federal vigilance squad largely by reason of one statement used on labels or advertising accompanying a "pain extractor." The offending statement was: "For teething and restless children, it is not only safe and harmless, but positively beneficial; it agrees with the most tender child or feeble infant." This reassurance was given to purchasers in the face of the fact that the Government analysis showed that the medicine contained morphine and other opium alkaloids of a poisonous and deleterious nature which might prove harmful to children and infants.

A number of advertisers in the patent medicine field have at one time or another attempted to trade on the reputation of certain European springs famous for centuries in connection with the treatment of diseases of the stomach, intestines, bladder and kidneys. However, this was attempted once too often. The Government investigators found that a sample of a preparation which they obtained consisted merely of common salt, Glauber salt, baking soda and a small amount of tartaric acid. A fine of \$100 upon the manufacturer was the sequel.

To persons in advertising circles who are conversant with the sentiments of Dr. Alsberg it will not come as a surprise should the head of the U. S. Bureau of Chemistry endeavor to have the current prevalence of false labeling serve as an argument to Congress for authorizing Federal censorship of the curative claims, etc., in drug and food advertising. It is known to be the conviction of some Government officials that the present system of Federal control of labels and printed matter enclosed in the individual package will never serve its full purpose unless it can be hooked up with Federal censorship of the claims made for such goods in newspaper advertisements or other mediums disassociated with the goods. Inasmuch, however, as under the Food and Drug Act fraudulently

labeled medicines can be seized only when in interstate commerce, there would appear to be formidable problems connected with any proposition for the censorship of advertising much of which is of a purely local character, or, at least, could be restricted in circulation within the confines of a given State.

Lumber Campaign Brings Many Inquiries

An unusually large number of inquiries as the result of its advertising is reported by the North Carolina Pine Association, which states that during July and August there were 1,127 requests for literature, many of them coming from architects, builders and contractors. Sample panels showing the appearance of the wood are used as part of the follow-up work.

New Agricultural Publication

The first issue of the *American Agricultural Magazine* will be out December 1. This is a new publication of the American Society of Agriculture and will be published in Grand Rapids, Mich. Guy Bolte, formerly Western manager for the Hill Publishing Company, has been appointed advertising manager, with offices in Chicago.

J. R. Kinder Joins Owensboro, Ky., Manufacturer

The Owensboro, Ky., Ditcher & Grader Company has announced the appointment of J. R. Kinder as sales and advertising manager. He has held a similar position for the past two years with the Eclipse Stove Mfg. Company, of Mansfield, O.

Crawford With Ketterlinus

William R. Crawford, for a number of years advertising manager of Roberts, Johnson & Rand Shoe Company, of St. Louis, and for the past few years with the American Lithographic Company, is now with the Chicago office of the Ketterlinus Lithographic Mfg. Company.

New Name for "Fordfamily"

Effective with the October issue, the name of the *Fordfamily Magazine* will be changed to *News About Fords*. The *Carette* and *Ford Age* publications have recently been taken over by the publishers, and the three publications will be merged.

Death of Edwin W. Beedle

Edwin W. Beedle, former president of the Henry O. Shepard Company and vice-president of the Inland Printer Company, died in Chicago last week.

Cadillac Nameplate Without Name

The Cadillac Motor Car Company has broken precedent and custom among motor-car manufacturers by placing on its car a nameplate without anything in its design to indicate the name of the car or maker. The plate is the coat of arms of Antoine de la Mothe Cadillac, the French explorer who founded Detroit in 1701, and the trade-mark of the company.

Advertising Club Starts Imaginary Business

Members of the Dallas Ad League will take part in the formation of a dummy manufacturing concern during the coming season.

Officers will be elected, and sales and advertising plans put in operation after a thorough discussion of the best means of marketing the company's product, which is supposed to be preserves, pickles and vinegar.

THE most famous articles of their kind are advertised in the *surface cars* of New York. In many cases it was this advertising that *made these products famous.*

RAILWAY ADVERTISING CO.

New York City Car Advertising Co.

JESSE WINEBURGH, President

225 FIFTH AVENUE - NEW YORK

Big Advertisers

Are using *Newspapers* more than ever this season. They appreciate the service we furnish on "*Classified*". (Direct or through their Advertising Agency.)

Send today for Bulletin 134. Contains best lists.

Arkenberg Special Agency, Publishers' Representatives
Newspaper Classified Exclusively, 408 Madison Ave., Toledo, O.

Agencies—If you're not one of the 151 advertising agencies "clearing" newspaper classified through us send at once for the Bulletin and commission proposition.

Get your letter on top of the pile



"Good morning, Mr. Harris. Here's an important looking letter from a big concern, apparently. I put it on top so you would be sure to see it."

CONSTRUCTION



BOND

and a well done
letterheading will
get your letters on
top of the pile.

White and eight colors.
Envelopes to match.

How natural it is to do just that! Appearances make the first impression on all of us. We give first attention to the man or letter that looks most important. Ever think of that when you hire a salesman? Of course you do. And it's wise to remember it when ordering stationery.

Construction Bond is the best paper to specify if you want to get your letters on top of the pile. Its marked superiority to the average in appearance, surface effect and feeling is always evident. And the manufacturing stationers who recommend it are the most responsible ones in the 200 principal cities of the United States and Canada. They buy direct from us in large quantities and carry Construction Bond in stock. So you are sure of prompt service, good value and fine workmanship when you specify and secure Construction Bond.

Ask us the names of those nearest you who can supply good stationery on Construction Bond and we will send you some suggestive letterheads that may help you improve your own.

W. E. Wroe & Co., Sales Office 1004 So. Michigan Ave., Chicago

When your customer or prospect reads your letter on a known-to-be-cheap paper does it help your standing with him? Hardly. But if your stationery carries the Construction Bond watermark it advertises you as a keen judge of both quality and value. Construction Bond is the National Standard of Value among fine business correspondence papers.

Pears' Soap Changes Form of Ad- vertising Appeal

New American Campaign Will Present Definite Reasons for the Use of the Product Instead of Old Form of General Publicity—Women's Magazines to Be Used Largely

A. & F. PEARS, LTD., English manufacturers of Pears' Soap, are planning an aggressive advertising and sales campaign to capture a bigger share of American business.

Copy has already appeared in a national weekly, and further plans are being considered for enlarging the scope of the campaign. It is the intention of those in charge to

well known will be abandoned. The "Good morning, have you used Pears' Soap?" type of advertisement has been succeeded by copy which contains definite reasons for the use of the product.

William McKinney, of Walter Janvier, New York City, American sales agent for the Pears company, discussed that angle.

"The old, general publicity was talked about a great deal," he said. "It was beautiful advertising, but it didn't sell enough soap in this country. I believe many persons talked about Pears' Soap advertising without thinking about buying the soap. We hope to sell soap, and a lot of it, by our new campaign."

The initial drive seeks to obtain a trial for the soap. A sample cake is offered postpaid for four cents in stamps.

A definite method of improving the health of the skin is described. The purity of Pears' is reiterated throughout the copy. "Not almost pure, but absolutely pure," states one portion of the advertisement.

In speaking of the decision to concentrate on women buyers, Mr. McKinney said:

"This seems a logical course, because women are the chief purchasers of high-grade toilet articles. That is especially so when the product has anything to do with complexion improvement."

It is about a year since the working agreement between A. & F. Pears, Ltd., and Lever Brothers, Ltd., makers of Sunlight Soap, was made. At that time the Pears shareholders were told that

Lever Brothers' international distribution would help greatly in the marketing of the Pears product.

Mr. McKinney states that the same board of directors that held office during the late Thomas A. Barratt's administration still controls the management.

Try It and Know for Yourself What a Pure Soap Will Do For Your Skin



Have you ever considered that the soft pink and white skin of childhood which is the heart's desire of almost every woman is but the natural, healthy condition?

To clear and levelness need no cosmetics, because the delicate pores have not become clogged or enlarged—they throw off the impurities which are the chief cause of bad skin. Keeping these minute pores clear and free to do their work is the real secret, and the greatest help you possibly can have is pure soap.

Use a pure soap—Pears—lively every day and plenty of hot water. Rub it well into the pores, rinsing thoroughly with warm water with a final rinsing of cold—the colder the better—and you will have no need for artificial aids to beauty.

Follow this simple treatment—not spasmodically—but faithfully every day, use only a soap that is known for its purity—use Pears' Soap which is world famous for its quality—and you will be delighted with the improvement on your skin.

Pears' Soap

Pears is the very best and purest soap that it is possible to make and the most economical. Pears is all pure soap—not almost pure but absolutely pure, and it lasts twice as long as ordinary soap. You cannot buy a finer soap at any price. Yet Pears' Unscented is sold everywhere or not over 15¢ a cake.

A. & F. PEARS, Ltd.

Larger manufacturers or soap dealers make up the supply.

Try It Now! In order that you may have an opportunity of seeing this delightful soap, a generous trial cake of Pears' Unscented will be sent postpaid on receipt of four cents in stamps to cover cost of mailing. Write to: LECTRA, Ltd., 40, Abchurch Lane, London, E.C. 4.

THE NEW TYPE OF PEARS' SOAP ADVERTISING

concentrate a large part of the effort on women's magazines. Newspapers and other mediums will no doubt be added as the campaign progresses.

A sharp variation in the nature of the appeal is being made. The old general-publicity copy which made Pears' Soap advertising so

Showing Salesmen How to Think Out Things

(Continued from page 8)

as he would in his lawyer in a legal matter, you will be able to show him how much you can save him, and where—if I could get you all to do this it would mean much. Some of you are doing it and you all ought to do it. Don't try to sell him the first time. It is probably impossible, and if it is not it ought to be. Prescribe for him right, so that there will be no come-back."

Apropos of this, Mr. Cowen told an instance afterward of a new salesman who had sold a man a truck at the first interview and who was censured instead of being praised as he had expected. It was impossible, the manager told him, that he could have given the purchaser a just idea of what the truck would do and what it would not do and what to expect of the company and what not to expect of it. The purchase of a truck was not a light matter and the purchaser must not be permitted so to regard it. The purchase was only the beginning of a relationship that might or should lead to more sales and if not sales then at least testimonials and recommendations.

"So, you see," said Mr. Cowen, "we have too much at stake to permit the young salesman's enthusiasm or forceful personality to interfere with a broad and well-planned policy.

"If the sale is made by deception, that is worse yet. We will not tolerate that at all. There isn't any need of it. It hurts the house and it weakens the man."

PLAIN TALK TO SALESMEN

"It's a curious thing," said Mr. Taylor, "that the automobile and truck field seems to present unusual temptations to the salesman to pick up bad habits. No matter how steady he has been in some other line, the minute he enters our field he begin to loosen up. Not everybody, but an unusually

large proportion. Now we are building an organization here and we tell them straightaway it won't do. You will hear a lot of plain talk at some of our meetings. It's for the good of the men as well as ourselves. And we insist on absolute, unequivocal truthfulness in all the salesman's statements, what he tells us and what he tells the prospect and customer.

"We had a second-hand truck here, of another make, that stayed in the back room for several weeks. Every salesman claimed he could not sell it without at least sliding over some of the weak places in it.

"All right," I said, "let the next salesman who has a likely prospect for that truck bring him in and I'll sell him. And I want you to put down every fault of the truck on a piece of paper, and I won't hide one." So later a salesman brought a man in and I talked to him. I said: 'Look it over,' and he looked it over. 'How does it look?' I asked. 'Looks pretty good,' he said. 'Well,' I said, 'this is a second-hand truck and it has these faults. But it will cost you only \$250. If it were worth more, we'd get more for it. You know as well as I do that you can't buy a \$1,500 truck for \$250. If you want a \$250 truck, this is it. Take it out, if you like, and run it over your line and see what it will do.' And the man took it and paid for it.

"Now any salesman who had believed in the literal truth and in real service could have sold the truck just as well."

TRUCK SELLING NO SINECURE

The salesmen get as thorough a grounding in the truck and its performance before they get out on territory as they can be given in a week or two, but they are not called upon to go through the factory. Some of them are old truck salesmen. Some graduate from the scouts. Truck selling is no sinecure. A man may go nearly three months without his first sale and still not be hopeless. The company has carried them for that length of time on drawing account and had them make good at last.

An Advertising Plan That Sold 120 of the 150 Dealers Solicited

"We received in two weeks orders from 120 of the 150 concerns to whom your special Blue Book proposition was made. Product is selling - we're receiving repeat orders from most of them."

The above is an excerpt from a letter received from one of the advertisers in the 1916 Automobile Blue Books.

And equally interesting is the fact that this gratifying distribution was secured for the advertiser before a dollar was spent for advertising.

Details of the Blue Book plan which accomplished the above will be sent advertisers on request.

The Automobile Blue Book Pub. Co.
243 West 39th St., New York

Because we make a profit on our product (Blue Books) we are enabled to sell our by-product (advertising) at a reasonable price.

Circulation—60,000 guaranteed

Three Real Salesmen

To represent a line that is the UNQUESTIONED leader in its field—a line backed by an advertising campaign of a hundred thousand dollars a year, using more national space than all its competitors put together.

Any man who is a genuine quarter-sawed oak salesman and not a veneered imitation, will see in our offer the one best opportunity in America to-day, for our business is on the eve of a big boom such as struck the automobile industry about six years ago.

Our men call on the home, but they are not "house-to-house" men—neither are they "canvassers." All calls are made by appointment. The men we want will not be satisfied to work on any basis but straight commission; although we do put salesmen out on a salary basis, that is not the type of men we need now, but big successful salesmen that we can develop into branch managers.

We also want one man to call on retail stores. Send full particulars about your record—prove your case to us and we'll prove ours to you.

Address "Sales Manager," Box 321, care PRINTERS' INK.

Sales meetings and prize contests are the usual thing in the automobile field. The Taylor contests were inaugurated about two years ago. Three men have won automobiles and others watches, rings and like prizes.

Generally the first thing the new recruit to the sales staff gets to do is selling rebuilt or second-hand trucks of other makes and automobiles that have been traded in for the Garford truck or bought outright. But all members of the staff also get a list of the second-hand cars on hand and have a chance of disposing of them to such of their list of prospects as they know are not in the market for new cars. The Taylor Corporation has two floors of its large building on West Forty-second street devoted to this work of repairing and rebuilding.

"Trading in" has always been with many agents and companies a facile means of cutting the price of the new car without seeming to do so, but the company asserts that it gives no more than the fair value of the second-hand car and that it always makes a profit on it through its knowledge of the needs of the market.

NEW GARFORD MODELS

The line of Garford trucks comprises nine models, running from three-quarters of a ton to six tons, with two models of power dumps, selling from \$1,350 to \$5,400, and steel-tire trailers for heavier loads up to 15 tons, of varying price. The Garford company itself was owned by the Willys-Overland Company until about the first of the year and was then sold to the Geiger-Jones Company, bankers, of Canton, Ohio. The Taylor Corporation were already the Eastern distributors, with offices in New York. The truck has always been in the very first rank of trucks, with prices in comparison.

Of the 25 men on the Taylor sales force, two travel among what the company calls its "wholesalers," that is to say, its agencies. There are about 35 of these now and most of them have sub-agencies. These two salesmen put on

new agencies, and supervise and assist them all, showing them how to secure prospects, follow them up and close business. Most of the agencies and sub-agencies naturally are garages and machine shops. The garage owes its existence and development principally to the pleasure car. Its owner is generally a former chauffeur or mechanic interested in pleasure cars, a man who has not had the training of a salesman.

HELPING AGENT SELL

For this reason the situation presents unusual difficulties to a truck company, trucks, as has been suggested, not being sold on name, prestige, appearance or for pleasure, but on the one basis of demonstrated economy. The same man who would not hesitate in spending \$3,000 for a pleasure car demands the most exacting proof that the truck will show savings in the comparison with his teaming outfits. This is something the average garage-keeper cannot give or could not give in the beginning. He must be adapted to it by what must necessarily be slow degrees. The house's salesmen have to help him at first, show him as well as show the prospect and show him how to keep after the prospect, with fresh ideas and comparisons.

The Garford agency is supplied with abundant literature by the company, including the names and testimonials of satisfied users. The prices are high, but the agencies are shown how to capitalize this point by emphasizing the strong construction that makes the high cost.

The rest of the Taylor sales staff, 23 in all, divide into 19 salesmen and four scouts. Besides these are four inspectors who work close to the salesmen. The scouts open up business for the salesmen. The inspectors come in after the salesmen and see, so to say, that the trucks stay sold and that the users stay satisfied.

SCOUT AN INSTITUTION

The scout is a well-developed institution in this company. He saves the time of the salesman by developing prospects and provid-



SATURDAY GLOBE

UTICA, N. Y.

The smaller cities, towns and villages of New York, New England and adjacent states are fields that are proving very profitable to manufacturers of household utilities.

The people who live in them are showing increasing desire and demand for the later and newer things of life, and they have the wherewithal to pay for them.

A hundred thousand homes of thrifty, prosperous people, not easily reached in the resting and care-free hours through any other medium, can be opened to you each week by the advertising columns of the SATURDAY GLOBE.

The SATURDAY GLOBE has been regularly read by many of these people since childhood. For over a third of a century it has had the good will and confidence of its army of readers in that great section.

An opportunity to lay before you facts, figures,—conclusive proof—will make us both happier. Do we get the invitation?

THE SATURDAY GLOBE

UTICA, N. Y.

THE JOHN BUDD COMPANY

Advertising Representatives
Burrell Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

THE MILWAUKEE JOURNAL

EVERY EVENING AND SUNDAY

MILWAUKEE , September 21, 1915.

ADVERTISING DEPARTMENT

Mr. Hopkins,
Printers' Ink,
New York City.

Dear Mr. Hopkins:-

Would you say that we should be criticised for pointing out the fact that the Journal's circulation increased, steadily and considerably, while five other Milwaukee daily newspapers have shown circulation losses? In your judgment is it unethical for us to contrast our successes with the failures of others?

Are we not justified in stating that the Journal now carries considerably more advertising than its next nearest competitor and more than double that of several others, despite the fact that only ten years ago there were three newspapers that carried more advertising than did the Journal? Do you believe it unfair in us to make statements of this changed condition either verbally, in writing, or in the public prints?

When we say that our advertising earnings alone are in excess of the advertising earnings of three Milwaukee newspapers combined, should we be adjudged as boasting and at the expense of others?

Should we be condemned for stating that all Journal circulation was secured without giving premiums, while all other Milwaukee newspapers have resorted to free china, free dictionary or free-this-and that, etc?

We are eager to learn from you whether there is a way of presenting important facts about a publication, either with or without alluding to other local newspapers without being adjudged as wishing to do one's competitors any harm.

Hoping to get your views, we remain,

HB/K.

Yours very truly,

THE JOURNAL COMPANY,

Norman Black
Manager of Advertising.

J. I. ROMER, President & Secretary

R. W. LAWRENCE, Vice-President & Treasurer

J. M. HOPKINS, General Manager

PRINTERS' INK PUBLISHING COMPANY

12 WEST 31ST STREET, NEW YORK.

CHICAGO, 1008 MARQUETTE BLDG.
 C. C. ASPLEY, Mgr.
 BOSTON, 1 BRADDOCK STREET
 JULIA MATTHEWS, Mgr.
 ATLANTA, CANTLER BLDG.
 S. C. H. KIDDER, Mgr.
 ST. LOUIS, 100 NATIONAL BANK BLDG.
 A. B. HUBBELL, Mgr.
 TORONTO, 312 HURON STREET
 J. L. HOPKINS, Mgr.

PRINTERS' INK.
 THE WEEKLY JOURNAL OF ADVERTISING
 ESTABLISHED 1888 BY
 GEORGE P. ROWELL

September 23-1915.

Mr. Herman Black, Mgr. of Advs.,
 Milwaukee Journal,
 Milwaukee, Wisc.

My dear Mr. Black:-

There is a vast difference between knocking and making
 a fair comparison between publications.

We published on Page 17 of the September 9th issue, a
 very interesting article entitled; "Knocking vs Fair Compar-
 ison." Let me quote two paragraphs:-

"When I frankly make a statement about a competitor -
 a statement based on fact, not prejudice or hearsay;
 when furthermore I state that fact - even though it is
 detrimental to his cause in comparison with mine - in
 terms fairest to him; or, as a final simple test, I
 make such a statement and make it in such a way as I
 should be willing to make it with the competitor pres-
 ent and ready to 'come back' at me for it - that isn't
 knocking.

"But when I call on hearsay, prejudice, or insinuation
 to hurt a competitor's cause; or when I make an otherwise
 fair comparison in an unfair way - then I am 'knocking'".

You certainly want your representatives to sell space in
 the Journal, and there is no reason why they are not entitled
 to compare point by point, what you have to sell with what other
 newspapers in Milwaukee have to sell.

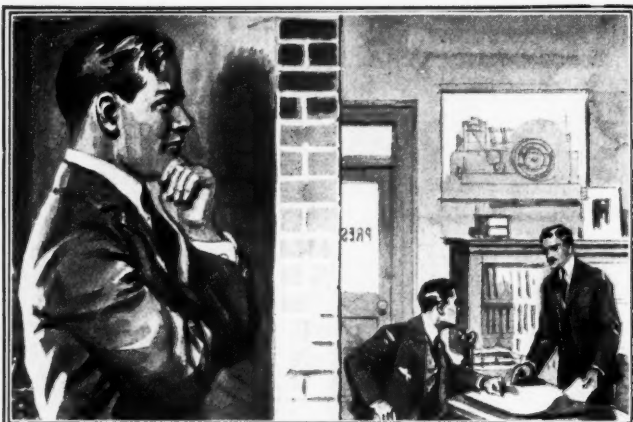
The Journal has developed so rapidly during the past few
 years that your principal work now is to sell Milwaukee, and the
 Journal will surely get its share of the new business you will
 create.

With kindest regards, I am

Cordially yours,

J. M. Hopkins
General Manager.

JMHopkins:EGS



The Blank Wall

One of the pitfalls of a young advertising manager is to get the reputation of being impractical and visionary.

He must be highly imaginative, but in a way that his hard-headed, literal superiors approve. No matter how clever he is, if his work evidences the least unfamiliarity with other phases of business, he is immediately classed as unsound and his judgments and recommendations are treated lightly. He faces a blank wall which checks his progress.

Probably no other executive has greater need of a thorough grounding in basic principles.

The Modern Business Course and Service of the Alexander Hamilton Institute has given to hundreds of advertising men a clear understanding of the basic principles of business. It has rounded out their equipment; fitted them for bigger work, bigger rewards.

The Alexander Hamilton Institute was conceived and founded by big men with a big idea: to collect, classify and transmit the essential principles

covering the whole range of organized business knowledge.

Its policies are guided by an advisory council composed of:

JOSEPH FRENCH JOHNSON, D. C. S., Dean of the New York University School of Commerce, Accounts and Finance.

FRANK A. VANDERLIP, LL.D., President of the National City Bank of New York.

JOHN HAYS HAMMOND, LL.D., Mining Engineer.

JEREMIAH W. JENKS, LL.D., Professor of Government, New York University.

ELBERT H. GARY, LL.D., Chairman of the Board, U. S. Steel Corporation.

Its 30,000 subscribers include several hundred advertising and agency men as well as men in every rank of business and professional life: presidents and officers of big corporations; proprietors of progressive smaller concerns; engineers, lawyers, bankers, department heads and assistants; and younger men who are looking forward to bigger responsibilities. To all these it gives knowledge that could be otherwise obtained only by years of bitter experience — if at all. Find out today what it offers you.

"Forging Ahead in Business"

contains a vital message drawn from the experience of hundreds of successful men. This book contains 119 pages, and will make a valuable addition to your business library. We will gladly send you a copy, free, and without the slightest obligation, if you will fill out this coupon.



Alexander Hamilton Institute

31 Astor Place, New York



Without placing me under any sort of obligation, send me your book, "Forging Ahead in Business," and full information regarding your Course and Service.
(Write your name, address and business position below.)

ing preliminary information about them. He does not solicit, but learns, if possible, the prospect's state of mind. Is he interested, or not? What size truck would he need? How many horses or trucks does he use? Or who does his trucking? What is the best time for the salesman to see him? Information on these heads goes down in the "daily scout report" and eventually reaches the salesmen.

"These scouts," said Mr. Taylor, "make a house-to-house canvass in the districts they are sent into. They do not miss a door. Every number in every street they touch is accounted for. They put down everything and we eliminate the useless names afterward. This method is giving us a complete census of prospects in the city.

"This is not the only thing the scouts do. They look up building contracts and keep their eyes open for everything that can possibly turn into prospects. Here's an example. Last winter one of a pair of horses fell near here and was injured. Two of our salesmen actually passed by without noting the significance, but a young scout passing later needed only one glance to take it all in. He reported to the office at once, and as a result a salesman later sold the horse-owners two trucks."

With their prospects already provided and enough information with them to guide the salesman in the first interview, the latter can give a great deal of attention to the direct work of opening and closing sales. Besides this he must keep in touch with truck-owners, any of whom may be in the market at any time for more trucks, and, as before said, to follow up contracts and take care if possible of idle trucks.

ADVERTISING SUPPORT

In all of these duties, the salesmen have the exceptional support of the advertising department of the Taylor company. Once a prospect is on the mailing list there is no hope to escape the deadly follow-up. Unless he buys, a letter goes out every week that he figures in the salesman's active

list. If he buys another truck he goes on to the monthly follow-up and is pursued for three years, within which time it is assumed he will if ever have learned the error of his ways. And if he buys a Garford the method is the same, though the message is different, and he is then kept posted on how to take care of different parts of the machine, reminded of the Garford service and in other ways kept from overlooking the use and value of the truck and organization.

In this connection a word must be said for what the office calls its "automatic rotary file." By the system adopted, every letter written by any salesman or received by him comes back within three days, if he asks for it, and within ten days anyway. This keeps everything checked up and prevents oversight of important correspondence.

Truck salesmen are high-grade salesmen as a rule and at their best command high remuneration. The Taylor force works under high pressure—"works all the time," in Mr. Taylor's own words—nights, Sundays and holidays as well. They are supposed to have no other interests while working for the company, or at least are supposed to get their entertainment as well as their livelihood out of the work.

"We give them prospects enough to keep them busy and then insist on reports," said Mr. Taylor. "Of course the men are not actually driven to work extra hours, but the business is there and it is their business and we both want it. Then, again, the only time we can get prospects into the warerooms to look over the cars may be evenings or Sundays or holidays. It's a convenience to them, and we must consider that."

EACH A "TRACTION ENGINEER"

The Taylor salesmen show the natural evolution in sales methods in the truck industry. No longer than four or five years ago the traction engineer was a commanding figure in it. The salesman of those days was in many instances little more than a scout. He in-

terested the prospect, but found it impossible to close him without the help of the traction expert to figure out for the prospect just where and how much the saving would be. It is true the professional engineer often had trouble in getting the business man to follow his elaborate calculations, but he was more or less impressive, and the salesman could translate the figures afterwards into business English and eventually make a sale. And that was the way most of the truck companies did. With the Garford agents, however, the case is quite different.

"Our salesman is a traction expert himself, so far as he needs to be," said Mr. Cowen. "He does not merely sell trucks, but a transportation system. He is capable of analyzing the work of a number of teams of horses in any given business and showing what a motor truck or two would do. He is supposed to have that information before he sees the prospect. The scout's report gives him the basis. If he has any trouble, there is the company's traction engineer to fall back on as an adviser.

BRINGING UP RESERVES

"But he is generally competent to handle it himself. If he is not, I have one of the older salesmen take it up for him. Some prospects are hard to handle. Others go stale from hearing too much solicitation, or the salesman gets too close to them and cannot force a decision. In such cases as these, it is better to have another salesman take the matter in hand. The need is not for a traction expert. The prospect has information enough already. What he needs is for somebody to put the matter in a fresh light and help him to make up his mind.

"Occasionally I go out myself, but not often. The only time when it seems advisable to do this is when I get a report I can't understand from a salesman. When, for instance, a contractor or coal dealer or shipper is a good prospect and is losing money by not using trucks, and yet the salesman can't sell him and does

not know why he can't. That is evidently a serious condition, not only for the present, but for its moral effect on the future. So I get out and find out what is wrong, and sell the man, if I can.

"Ordinarily, it is not the part of a sales manager to sell the product, even as a demonstration. His bigger work is to teach his salesmen how to sell. That is much harder. He must help them and inspire them, so that they can think things out for themselves. For myself, I believe in the closest association with the men. My door is never closed to them. I want them to walk in without knocking. We are all working together. I am older and more experienced, and I supervise and check up, that is all.

ELIMINATING THE SPECTACULAR

"There is seldom anything spectacular in our selling. The field, so far as we are able to get to it is blocked out by our scouts. We all know what prospects there are from the contracts and business Strategy enters very little into it. Occasionally some new line opens up, but very seldom. The great work of the motor truck is to displace the less economical horse truck. When there is so much of that business to get, it is hardly worth while figuring on other kind of work."

Taking business away from the express companies cannot be done all the time.

There are some recent instances of selling that fairly come under the head of strategy. Just outside Brooklyn and for 25 miles or more beyond there are a large number of truck gardens. For many of these the haul consumes over half a day—four hours in, with the loaded wagon drawn by a team, two hours back, with the empty wagon. And two men's time. A motor truck would do it in two or three hours. The farmer's headquarters is his house or barn, and there you would expect to find him, but the Taylor salesman figured that the psychological moment to impress him with the whole difference between his horses and the motor truck was

The Gentlewoman

Two Million Circulation

(2,000,000)

THE POLICY of **The Gentlewoman** is to give to the advertiser circulation entirely its own. That is the reason **The Gentlewoman** never clubs with any other publication—never employs any canvassing crews—its circulation is secured and maintained entirely by its own subscribers who are the best class of women living in the small towns and on the farms. Consequently, there are no mis-representations made by canvassers, and accordingly, no dissatisfaction among subscribers.

THINK IT OVER PLEASE

The Gentlewoman

W. J. THOMPSON COMPANY, Inc.
Publishers - - New York City

THE KENNEDY-HUTTON COMPANY
Advertising Managers

7084-86 Metropolitan Bldg.
 New York, N. Y.

1004-5 Marquette Bldg.
 Chicago, Ill.

To Get the Dealers

The General Manager of one of the largest and most successful soap concerns in America, in an interview with Printers' Ink, when asked if he had any difficulties in respect to dealer co-operation, said

"No, we use the best argument that can possibly be used with the dealer—we advertise **LOCALLY** and sell the goods for him."

Tell the New England Dealer

that you will advertise in his home-city paper and your salesmen will find ready response and increased orders.

These twelve Home Daily newspapers will carry your message to the consumer and engender goodwill of the Dealer making **SALES** for him.

WORCESTER, MASS., GAZETTE
Daily Circulation 24,626.
Population 160,123, with suburbs 200,000.

HARTFORD, CT., COURANT
Daily Circulation 16,800.
Population 98,915, with suburbs 125,000.

NEW HAVEN, CT., REGISTER
Daily Circulation 19,414.
Population 133,605, with suburbs 150,000.

MERIDEN, CT., RECORD
Daily Circulation 5,963.
Population 37,265, with suburbs 50,000.

WATERBURY, CT., REPUBLICAN
Daily Circulation 8,783.
Population 73,144, with suburbs 100,000.

PORTLAND, ME., EXPRESS
Daily Circulation 20,944.
Population 68,571, with suburbs 75,000.

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,014.
Population 20,468, with suburbs 40,000.

MANCHESTER, N. H., Union and Leader
Daily Circulation 27,705.
Population 75,063, with suburbs 150,000.

LYNN, MASS., ITEM
Daily Circulation 15,261.
Population 89,336, with suburbs 100,000.

NEW BEDFORD, MASS., Standard and Mercury
Daily Circulation 23,079.
Population 97,000, with suburbs 120,000.

SALEM, MASS., NEWS
Daily Circulation 20,021.
Population 43,697, with suburbs 150,000.

SPRINGFIELD, MASS., UNION
Daily Circulation 29,591.
Population 100,000, with suburbs 250,000.

at the market, just after he had driven 15, 20 or 25 miles and was the same distance away from his farm. That was the time to remind him that with a truck he would have been home again by that time doing the necessary work on the farm, and moreover, that the truck would do a whole day's work and then be ready to go on a whole night longer with change of driver, a programme that it would take several teams of horses to carry out. This kind of campaigning proved very effective.

STIFF CALL FOR SERVICE

Service in the truck field is the offspring of a necessity far sterner than in the pleasure vehicle field. Some hint of the situation has already been given in the foregoing account, but the full truth, in brief, is that the truck is subject to a neglect, overloading, and other abuse that would speedily kill the market for any truck manufacturer unless he exercised constant vigilance over every truck sold. And so it will be for years until a race of drivers and owners is created that will understand their trucks and feel some responsibility for them. But at present it is impossible to trust to them. If the manufacturer and his agent waited, in every instance, until the user complained, they would wait too long. Four inspectors are constantly on the territory inspecting trucks at their garage, at the three Garford service stations in town, on the street. They stop passing trucks in the street, when their practiced ears tell them that something is wrong. They make periodical inspections of all trucks, perhaps catching them at given corners which they know they pass on schedule time. All scouts and salesmen are instructed to assist in this work by reporting loose chains or any other obvious trouble on any Garford truck they notice. It is not left to the drivers to remedy, but reported to the owner with a request to be allowed to fix it if serious.

Naturally the salesmen harp a good deal on "Garford service."

Mr. Sales Manager

If your tab sheet shows that your sales are not satisfactory in

PORTLAND MAINE

we would like to communicate with you. We can give you dealer's help that will be of value to you. This city is the jobbing center of Maine as well as Maine's largest and leading city. Your sales can be made to average as high if not higher per capita than in any other city in New England. If interested write the

PORTLAND EXPRESS

which is the only afternoon daily in Portland, and from all viewpoints Portland's leading daily newspaper.

JULIUS MATHEWS, Representative

The Who's Who of American Industry

If you're president or general manager or advertising manager of the Jones Machinery Company or the Smith Mfg. Corporation, and have PRINTERS' INK sent to your home for quiet, careful reading, you can still register your firm name on our classified roster of big business.

Tell us your business connection.

PRINTERS' INK

Circulation Department

12 West 31st Street, New York

PROSPERITY Returned to Pittsburgh

FALL LISTS
Should Include

Gazette Times

Morning and Sunday—

Chronicle Telegraph

Evening except Sunday

They are the **TWO BIG NEWSPAPERS** in a metropolitan district of 1,117,115 people.

FLAT

COMBINATION RATE 22½¢ PER AGATE LINE

For further information and co-operation write

URBAN E. DICE,
Foreign Advertising Manager
PITTSBURGH, PENNSYLVANIA.

J. C. WILBERDING

225 Fifth Ave.....New York City
The J. M. BRANHAM COMPANY
Mallory Building.....Chicago
Chemical Building.....St. Louis

Eggs is Eggs

but there can be a vast difference in the quality. Circulation is circulation—but here also there is a great difference in quality and value.

Quality and value in circulation is largely determined by the character and influence of the editorial policy.

PHYSICAL CULTURE

secures its circulation from among the people who are interested in improving and conserving their health and efficiency.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: Peoples Gas Building
W. J. MACDONALD, Manager

Member of Audit Bureau of Circulations

A story is told of a recent incident. A scout had just turned up a prospect in Harlem who professed himself really interested in the truck and desirous of seeing a Garford salesman. The scout immediately telephoned to the Taylor office on Forty-second street. A minute or two later, purely by coincidence, the Harlem salesman called up the Taylor office from a 'phone next door to the prospect. Two minutes later he walked in on the astonished prospect.

"Where in the dickens did you come from?" the latter gasped.

"Oh, that's Garford service," said the salesman and proceeded to sell him.

The Garford company has always supported the campaign of its agents by a generous use of local newspaper space. Four or five papers carry 800 lines twice a week for several weeks at different seasons of the year, in addition to the trade-paper advertising. The Taylor Corporation itself does only the direct advertising of follow-up. The advertising slogan takes its cue from the recent addition to the line of a one-and-a-half-ton truck and now proclaims "a Garford for every haul." Unquestionably the line is a strong contender in the Eastern market.

A German View of Business-getting in South America

FRANZ E. LOES
NEW YORK, Sept. 16, 1915.

Editor of PRINTERS' INK:

In PRINTERS' INK of September 9th appears an article on Information System of Germans as "special Washington correspondence" in which some statements are made that are on the face of it unwarranted and slanderous to Germans and certainly will not contribute to a better understanding between the two peoples nor promote the sale of American products.

Your correspondent quotes an official of the Westinghouse Electric Company, "of how German banks copy American bills of exchange or invoices and turn over to German manufacturers the information gleaned as to American competition and prices."

As one who traveled and sold goods in Central and South America, let me point out that it is the easiest thing in the world to get the information of what is paid for the goods directly from the customer. Whenever my price offered was higher than that the customer paid before, he would tell me so and upon request of details usually

produced original invoices. Why, then, should the salesman or manufacturer go to the bank and try to obtain the desired information in an illegal manner? And would a German manufacturer trust a bank that acts unfairly and misuses confidence? Certainly not.

The German Government is not responsible for the trade increase; it is the hard, persistent work of the manufacturers and the intelligent training of the salesmen, and last but not least, the loyalty of these salesmen to their employers and their integrity in keeping their promises to the customer, that has won the confidence of the trade. Not tricks, but only efficient organization and honesty in dealings can permanently win a foreign market. This I would also point out to Mr. Waldo M. Marshall in regard to his utterance given on page 106.

As to governmental support, I speak from experience when I state that no other consular offices are as liberal and broadminded as the U. S. Consuls. I have seen them going out of their ways for days in helping American salesmen who were ignorant of language or customs, getting their samples released where they had not the necessary custom house papers, introducing them to prospective clients, etc. No German Consul would do this. The American Consuls have also the best business training and you would do well in giving "the devil his dues."

It seems to me that in the discussion of foreign markets the prospects of the sale of United States goods in Germany and Austria are overlooked. The war will some day be over, and, no matter how it ends, Germany and Austria after the struggle will represent a strong economic unit of about 120 million consumers. Germany alone (in 1912) has taken 306 million dollars' worth manufactured and other goods from the United States. Total South America has in the same period taken but 132 million dollars' worth from the United States. (Statistical Abstract of the U. S. page 410.)

As an instance let me mention that the German concern I represent, only one of many others, has among other American appliances over one hundred Underwood and Remington typewriters in use. They are bought on their merits and irrespective of cost, which, on account of duty, etc., is very much higher than that of German machines.

Is it wise for American manufacturers to completely ignore this market in looking for temporary gains in other fields? Is it necessary to cast reflections on German methods and calling German salesmen "spies" because they have been successful?

If you print this letter I thank you for the opportunity.

FRANZ LOES,
Manager of Riedel & Co.

D. W. Moore, formerly with the Campbell Ewald Advertising Company, who for the past two years conducted the Moore Advertising Company in Los Angeles, has returned to Detroit and opened an advertising service agency.

Readers of the Evening Post

It is just cause for self-felicitation on the part of *any* newspaper to be able to say that it has *some* readers of tastes similar to those of *all* of the readers of The New York Evening Post.

As it reaches the cultured home, the counting house, the professional man, the master minds of business, likewise its advertising pages convey messages of permanent value to its readers.

Publication Office Western Office
20 Vesey Street McCormick Building
New York Chicago

Member A. B. C.



—our clearing house, a department conducted without profit to aid our readers in securing the best available prices for their farm produce, did a business of

\$450,000

during the year 1914.

"—he profits most
who serves best!"

THE GLEANER
—and—
Business Farmer
One Hundred thousand
Twice a Month
DETROIT

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1031-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATTHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, SEPTEMBER 30, 1915

Advertising the Allies' Loan

It is quite commonly reported that the loan which is in process of negotiation between the Allies' Financial Commission and a group of American bankers will be floated by means of an advertising campaign direct to the investing public. While no authoritative statement to that effect appears to have been given out, there is a strong probability that some such method will be adopted. England has been using advertising successfully, and on a gigantic scale, as a means not only of placing its war-loan securities, but also of securing volunteers for the army, and France is traditionally a nation of small investors.

In this connection it is interesting to refer to the precedent for such a campaign which occurred in this country more than 50 years ago; when the Government's fiscal agents, Jay Cooke & Company, of Philadelphia, sold \$700,000,000 of Civil War bonds by means of advertising which was

placed in every publication of any enterprise or standing throughout the country. In those days, of course, advertising methods were crude as compared with to-day, and the agent who placed the business was instructed to give it to any publisher who showed enterprise enough to ask for it. The agent himself—one L. F. Shattuck, who did business under the name of Peaslee & Company—was chosen largely because he was a personal friend of Secretary of the Treasury Salmon P. Chase, and most of the business was placed at the full card rates, which in those days, needless to remark, represented a considerable volume of unnecessary expense. None the less the campaign was a success—a most conspicuous success because it saved the country from a bankruptcy which seemed imminent, and aroused the people to the necessity of insuring the continuity of national integrity. Later on, Mr. Shattuck received the enormous contract for placing the bonds of the Union Pacific Railroad, and subsequently retired with a million or two of savings. For many years he lived the life of a country gentleman at Lenox, Massachusetts.

In 1865 the essential problem was one of education: the public had to be taught to understand the real nature of the crisis which the loan was framed to meet. In 1915 the problem is again one of education. The intolerable amount of sheer nonsense which is being talked and printed about the loan—some of it emanating from men of high position in the political world—inevitably finds its mark in the minds of those who are unfamiliar with financial matters. Almost the only really authoritative statement of the purpose of the loan is to the effect that it is meant to "stabilize the foreign exchange situation." That is Greek to the average man, and most of the translations up to date have been colored by ulterior motives of one kind or another. Such news as trickles out from the conference room has to do with underwriting syndicates, bankers' commissions, deposit accounts—

more Greek to the untutored prospective investor. What is needed just now is a clear and authoritative statement of the reasons *why* it is necessary to stabilize the rate of foreign exchange, from the standpoint of the business men of this country. What Jay Cooke accomplished through advertising in Civil War days to meet an infinitely sterner crisis, can be done to-day. It can be vastly better done, and done more quickly and more easily, because advertising itself is so much better understood.

The Importance of

"Mere Copy" Someone with the faculty of coining expressive phrases has said that advertising is "the art of making commonplace things interesting." As a technical and comprehensive definition it may be quarreled with, but the essence of the thing is in it just the same. Nobody is willing to listen to a bore, whether he appears in person or through the medium of print. He may have a really extensive and valuable store of information to impart, but if he cannot express it in terms which are at once understandable and interesting he might about as well save his breath.

Now the saying that one of the chief functions of an advertisement is to "awaken interest" has been repeated so often that it is worn threadbare. It has been placed in the category of those things which "everybody knows"—things which are so thoroughly familiar that there is sometimes danger of overlooking them entirely. And yet for that very reason it is necessary to repeat it once in a while, to keep it from being dispatched to the limbo of utterly familiar and utterly forgotten things.

The piece of copy which does not "awaken interest" is simply a bore in print, and generally receives the treatment which is appropriate to its species. For that reason it is somewhat astonishing to see—as we sometimes *do* see—advertising men passing over mat-

ters of copy as though they were comparatively insignificant. "Mere copy" is a phrase which too often passes current, and the "mere copy-writer" is a term which has been commented upon more than once in the pages of **PRINTERS' INK**. Perhaps it is too much to say that all of the other factors which enter into a campaign—such as analysis of the product, investigation of the market, etc.—are subordinate to the procuring of the right sort of copy, but it certainly is true that the value of those other factors *depends*, to a large degree, upon the selection of the copy.

It is true that the field of the advertising man has expanded so broadly of late years that the actual preparation of copy has perforce been left more and more in the hands of subordinates. Thus it has come about, in too many instances, that the copy itself is regarded as subordinate, and is passed upon in casual fashion while the mind is half occupied with "more important" things. There is even a tendency among some advertising agents to treat copy service as an incidental, if not actually to shove it into the background as compared with such service as market investigations, advice on sales policies and the like. All of those things are important—vitality important. But they are the invisible foundation stones upon which the visible structure must rest. If the improvement in advertising copy is to keep pace with the progress in other lines of advertising endeavor it is necessary to give it increasing attention. It is important not to lose sight of the fact that "one of the chief functions of an advertisement is to awaken interest."

Indian Words as a Source for Trade-names

The man who is hunting for a trade-name for a new product usually starts out with the idea of coining a word which will rank with "Kodak" and "Uneda," and more often than not he ends by adopting an orthographical freak, like "Bestuval"

or "Nevrfale." If his imagination isn't equal to the strain, he may compromise by taking a purely descriptive term like "Leak-proof" or "Non-fading," and print it in distinctive lettering—thereby coming into direct line for an inheritance of trouble later on. In any event, he discovers that the selection of a good trade-name is by no means so easy as it looks, and unless the lightning of inspiration happens to strike somebody in the shop he is likely to put up with whatever name comes handiest.

Now the main difficulty probably lies in the fact that no starting point offers itself except the trade-names which have already been adopted by other people. It is so much easier to imitate than to invent—in fact it is only in very rare cases that invention does not need some outside stimulus. "Kodak" may be a pure invention, but other trade-names belonging to the same company—"Solio" and "Velox" for example—bear the plainest evidence of a classical origin. From a basis of *sol*, meaning "the sun," we get "Solio," and "Velox" is simply a transfer of the Latin adjective meaning "swift."

Classical words, it is true, have been pretty well worked over. We have numberless products known as "Ajax," "Apollo," "Hercules," "Victor," etc. But now comes a correspondent with the suggestion that there is an almost inexhaustible mine of good trade-names in the languages of the American Indians. He cites words in successful use to-day as trade-names such as "Onondaga," "Amoskeag," etc., together with a number which also have a geographical significance; such as "Oneida," "Niagara," and so on. But there are plenty of others, he asserts, and an hour spent in the consultation of an Indian dictionary will turn up many words which can be used with only slight modifications. Here is a list which he supplies by way of illustration:

Ojentiac; an Onondaga word meaning "to chop wood."

Sakadan; a Dakota word meaning "lumber."

Petaga; Dakota word signifying "long burning."

Anpa; Dakota for "daylight."

Ogawi; Onondaga for "a relish."

Oniya; Dakota for "the breath of life."

Apasto; signifies "to make smooth" in Dakota.

Asdo; Dakota for anything that fuses readily.

Okute; Dakota for "good shot."

Skita; Dakota for "bound fast."

Osnapi; "crumbs and the sort" in Dakota.

Pasa; the Dakota sacred word for "wood."

Cahtowata; Dakota word for "clear and flawless."

Nataka; Dakota for "barricade."

The suggestion has its attractive features, and undoubtedly some of the words cited might be turned into trade names without a great deal of effort. But it would be advisable to Anglicize them—or at least to make them look like English words. A trade-name should be easy to pronounce, and easy to remember, and the greatest objection to foreign words of any description lies in the difficulty of doing either. Words of classical origin have an advantage, because there are so many classical elements in our language already, and very few of our common words are derived from Indian sources. That does not prove that an Indian trade-name is unavailable, of course, but simply indicates the advisability of selecting one which will look as though it really belonged in the English language.

W. H. Holmes in Sales Promotion Work

The E. H. Kluge Weaving Co., New York, manufacturer of woven labels, has commenced sales promotion work under W. H. Holmes, formerly of the Atlantic Monthly Co. Mr. Holmes is acting as assistant to the president of the company.

L. R. Alwood Joins Banker-Martin Co.

L. R. Alwood has joined the Banker-Martin Company in Detroit. He has been manager of the Detroit office of the Service Corporation, of Troy, N. Y.

League of Advertising Women Meet

The first meeting of the season of the League of Advertising Women, New York, was held last week. Arrangements were made for the year's programme.

Printers and their Specialties

Advertisers Can Consult with Profit, this List
of Printers, When Planning their Next Job

SERVICE

Our Printing Service embraces Advertising Council, Selling Ideas, Copy-Writing, Designing, Drawing, Plate Making and Quality Printing. It places a new power behind your message. It gives you the advantage of working with men who will find a deep satisfaction in the thought and care they lavish on the things they do for you.

Our Direct-By-Mail Advertising Book "Tapping The Dealer On The Shoulder" mailed at the personal request of manufacturers

THE MOORE PRESS, Inc.
30-38 Ferry Street New York City

We like to show our
**presswork side by side
with the presswork
of other really good
printers.**

THE KALKHOFF COMPANY
216 West 18th Street, New York

Booklets and Catalogues

MANY of America's prominent advertisers and advertising agencies like the George Batten Company, J. Walter Thompson Company, Frank Seaman, Inc., Federal Agency and others, requiring high-class booklet and catalogue work use the **CHARLES FRANCIS PRESS**

Printers of "PRINTERS' INK"

30 WEST 13th STREET, NEW YORK

EDWARD LANGER PRINTING COMPANY

Mail Order Printers

Rotary Equipment of Twelve Up-
To-Date Machines

CATALOGUES OF QUALITY-SERVICE

470 West Broadway } NEW YORK
424 West 33rd Street }

PRINTING THAT SELLS GOODS

We print booklets and catalogues for particular advertisers because we know

PRINTING, COPY, ENGRAVING ART

Send for samples and specifications

READ PRINTING COMPANY

H. RAM SHERWOOD, President

106 SEVENTH AVENUE, NEW YORK

High-grade Printing & Ad Composition



Booklet
Sent Free

We have the mechanical equipment and — most essential of all — the necessary skill for producing High-grade Printing

A. COLISH, 106 Seventh Ave.
New York City

Typographic Service

for
Advertising Agencies exclusively

We put into type most of the best advertisements printed these days.
Ask about our Night and Day Service.

C. E. RUCKSTUHL, INC.
27 EAST 31ST STREET, NEW YORK

Color Plate Engraving and Color Printing

We operate the largest, establishments' east of Chicago and most modern and complete in the country. **Large edition color printing** is now successfully executed at **much reduced prices**, placing high-grade color illustrations within the reach of all. Direct by Mail advertising rendered more efficient by using our service.

Estimates Cheerfully Furnished

ZEESE-WILKINSON COMPANY
424 - 438 West 33rd Street, New York

Department Stores Syndicate Adver- tising Experience

"Idea Club," Composed of Advertising Managers of Large Stores, Meets Quarterly to Discuss Topics of Vital Importance—Membership Limited to One Store in a Town

PRACTICAL plans for the bettering of department-store advertising were discussed at the third quarterly meeting of the Idea Club in the Hotel Vanderbilt on September 23-25.

The Idea Club is an organization of department store advertising managers. Only one manager from any one city is eligible for membership. As stated by the club the purpose is "to syndicate the brains, intelligence, initiative and experience of members thereof for the benefit of themselves and their respective establishments."

The ideas of the members are syndicated through a clearing house, the Drechsler Company, of Baltimore. Such ideas are for the exclusive use of members of the organization. The type of stores eligible for membership has been determined by the club and no establishment beneath the standard set will be permitted to have a representative in the organization.

The present list of members includes Gayle Aiken, Jr., Maison Blanche, New Orleans; John H. Angle, La Salle & Koch Co., Toledo; Frank A. Black, Wm. Filene's Sons Co., Boston; F. A. Bullock, Joseph Horne Co., Pittsburgh; Callender, McAuslan & Troup, Providence; Coleman R. Gray, Scruggs-Vandervoort-Barney, St. Louis; Edw. B. Houseal, Wm. Hengerer Co., Buffalo; Wm. E. Kreidler, John Shillito Co., Cincinnati; H. King MacFarlane, Wm. F. Gable Co., Altoona, Pa.; S. J. MacDonald, Mannheimer Brothers, St. Paul; Jos. B. Mills, J. L. Hudson Co., Detroit; W. S. Moler, L. Bamberger Co., Newark, N. J.; Geo. G. Morehouse, Sibley,

Lindsay & Curr, Rochester; Miss S. J. Patrick, Halle Brothers Co., Cleveland; I. R. Parsons, Carson, Pirie & Scott, Chicago; L. H. Peard, Hutzler Brothers, Baltimore; Horace E. Ryan, L. S. Ayres & Co., Indianapolis; J. B. Sheffield, Gimbel Bros., New York; Donn V. Smythe, S. Kann Sons & Co., Washington, and Richard J. Sloman, Rike-Kumler Co., Dayton, Ohio.

The president of the club is F. A. Bullock, of the Joseph Horne Company, Pittsburgh. Mr. Bullock told a PRINTERS' INK representative that he had great hopes for the club's future. He was optimistic about the interest and enthusiasm in the association's work, and cited as a proof of that spirit the fact that nearly the whole membership attended last week's meeting.

For the present the membership will be limited to twenty. If a member resigns or leaves his position his membership becomes vacant automatically. If he goes to a store in another city where there is no Idea Club membership, and the store is of the type selected by the membership, he will be reinstated by a vote of the officers.

Regular meetings will be held quarterly in various cities selected as being most convenient.

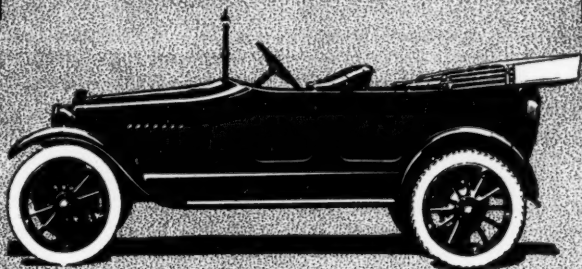
Some of the subjects considered at the New York meeting were street car advertising, comparative prices in advertising, direct mail matter, motion pictures in advertising, trading stamps, failure of sales persons to know what is advertised, and store specialization.

Robert E. Ramsay With Safe-Cabinet Co.

Robert E. Ramsay formerly with the Art Metal Construction Company, at Jamestown, N. Y., has been appointed assistant advertising manager of the Safe-Cabinet Company, Marietta, Ohio.

Mooney Joins Taylor-Critchfield-Clague

Frank J. Mooney, formerly sales and advertising manager of the Hupp Motor Car Company, has joined the Detroit office of the Taylor-Critchfield-Clague Advertising Agency.



Saxon "Six" 5 Pass. Touring Car, \$785

See the New Series

Saxons at Your Dealer's

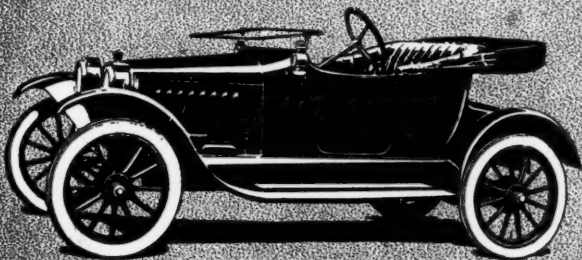
New Series Saxon "Six" is a big touring car for five people, with yacht-line body, 30-35 h. p. high speed motor, Timken axles and bearings, two unit electric lights and starter, and many other features.

New Series Saxon Roadster is the only car selling under \$400 with such modern features as high speed motor, three-speed sliding gear transmission, Timken axles, honeycomb radiator, streamline body, dry plate clutch, etc.

See the New Series Saxon Cars. "Saxon Days," with complete information, sent on request. Address Dept. 22.

Saxon Motor Co., Detroit

(169)



Saxon Roadster, \$395

The Little Schoolmaster's Classroom

THOUGH the fundamental principles on which good copy is based remain unchanged, nevertheless copy thought and copy styles are constantly being revised, evolved and refined. The Schoolmaster recently read the following paragraphs in a letter from one of the most constructive advertising agencies to an industrial manufacturer. These extracts seem to support the Schoolmaster's feeling that, after a great deal of emphasis on the importance of investigations, analyses, sales schemes, etc.—a fine thing for the advertising business—attention is swinging back markedly to the big subject of good copy.

"A very interesting advertising side-light has come out of our relations with some manufacturers of an exacting, scientific turn, and with financial houses whose ethical standards are high.

"In both cases the problem has been to turn out not cold statements of fact, but messages of vital interest. And in both cases the restraint in tone imposed by the scientific and financial mind has proved most salutary. It has contributed in a marked way to the believability and convincing quality of the copy.

"With the strong claim out of the copy, the need for real substance is plainly felt.

"The time will come, we feel confident, when advertising will see its true function as sound instruction—not as self-praise. But before the advertising writer can really instruct the public he must first instruct himself—and in no meagre way.

"The formality of going through the factory and watching the wheels go round, at times has its place. The factory story is gathered fairly quickly and can be told without great effort.

"But every product is made to meet some need. The real question is not how well is it *made*, but how well does it *meet needs*.

"The story that interests the

purchaser most is the story of the product *in use*.

"That story cannot be gathered within any four walls. It cannot be learned from brief experience. No advertising writer is equipped to tell it until he has carefully followed the product in its real place—in the hands of the purchaser.

"When the using conditions are learned, in reasonable measure, and discussed with sincerity, the force of the plain manufacturing story or strong claim fades by comparison.

"The claim story is cold where the use story is warm. The manufacturing story is abstract, where the use story is close and personal.

"And when the product, in use, is intelligently discussed, a confidence-winning restraint of tone follows naturally. . . .

"The foregoing is not said as a matter of general theory. It has been brought home to us very forcefully in our experience. It has been most reassuring both for the future of advertising and for the future of manufacturing as it is influenced by advertising.

"Restrained, instructive use-talk has often inspired advances in manufacturing which otherwise might have waited for years."

* * *

People nowadays won't read long letters. That is, unless such long letters interest them! Likewise, people nowadays won't read short letters and middle-length letters unless such letters interest them. The conclusion simmers down to the very broad principle that no letter, no matter what its length, stands a chance for thorough reading unless it commands the interest of the person to whom it is sent. Finally, no letter deserves a reading unless it has the attention-commanding and interesting-developing and holding quality.

The Schoolmaster has perhaps heard a thousand remarks to the effect that people won't read let-

ters beyond a certain length. So of course he smiled broadly the other day when he got in his mail a memorandum from the busy president of a twelve-million-dollar corporation pinned to the first page of a three-page solid ten-point typewriter type letter that did not even have this president's name filled in at the beginning. The memorandum showed, too, that the letter had been read carefully. Why? Oh, just because the letter had the "point of contact" and was written as interestingly as an article. That president reads articles, lots of them. He will read letters, long ones and short ones, when you make them worth reading. The last thing that a really good letter-

writer need bother himself about is the question of whether the letter shall consist of one page or two.

* * *

This particular prospective dealer wasn't rated very well, and so the treasurer had decided that if the dealer wanted an order filled right away—before the usual investigations could be made—he would have to pay cash. Accordingly, he wrote a letter stating that *certified check* should be sent.

"Certified check," mused the advertising manager as he read over the letter and pictured Mr. Local Dealer, a fairly prominent man in his home town, possibly proud of his standing in the com-





BUFFALO
 450 Rooms 450 Baths

DETROIT
 800 Rooms 800 Baths

CLEVELAND
 700 Rooms 700 Baths

Making Men Over

EVERY night we receive hundreds of tired men, worn out by a hard day in a strange city. And we make them over, and they go out next day *ready for it*.

Pleasant, well-ventilated, quiet rooms; good beds; courteous, gracious service; every convenience and comfort a tired man wants which a hotel can supply—these are among the good things you'll always be *sure of* at any Hotel Statler.

Your satisfaction guaranteed, whether you spend \$1.50 or \$20 a day.
You'll always find other advertising men at the Statler.

HOTELS STATLER

BUFFALO - CLEVELAND - DETROIT



"GIBBONS. Knows CANADA"

sible. They wanted him to do absolutely nothing else. Cases of dissatisfaction were to have special study and attention, in order that every possible customer might be saved to the house.

Still more recently the Schoolmaster learned of a concern that needed an advertising man with

engineering education and mining experience who could live with their organization and work out the best means of advertising and selling mining machinery and the like.

Both jobs have undoubtedly been filled long ago, but it took time to find the right men. The

MAKING GOOD IN GREAT BRITAIN.

A FERTILE FIELD

The Hulton group with its 6,000,000 circulation is designed to suit any National scheme of Advertising, but if it is a "try out" scheme you want, Lancashire is the most fertile field in the United Kingdom.

In a sixty miles radius of Manchester is $\frac{1}{4}$ of the entire population of England. Official returns also prove this district to be the wealthiest in the United Kingdom. Think of reaching adequately this vast constituency with only two papers at a cost of \$3.65 per inch each! You can do it with the "Daily Dispatch" and "Evening Chronicle," with their combined circulation of a million copies per day.

Further particulars from

HULTON'S, Ltd., "Daily Sketch" Bldgs., London, E. C.

General Sales Manager

wanted by

The De Laval Separator Company

One who in personality, experience and all-around qualifications most completely meets the requirements of the position.

Qualified applicants may address in sufficient detail and strict confidence.

F. J. AREND, President

THE DE LAVAL SEPARATOR CO.

165 Broadway - - - New York

Have you the opening I seek?

Somewhere in New York there is a concern who needs an Advertising and Selling Manager, with stamina and executive ability. A man mentally alert, possessing initiative adaptability and a clean, successful record. A man of ideas who can get results. Will you accord me an interview? Age thirty-three, American, married. Address, "A. M." Box 320, care Printers' Ink.

Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 36 cents.

Actual average circulation 133,992

If You Want to Reach the Motor
Car Owner Use the

AMERICAN MOTORIST

Largest Circulation in Its Field

Main Office: Riggs Bldg., Washington, D. C.

Member of the Audit Bureau of Circulations

PAUL BROWN
COMMERCIAL ARTIST

61 WASHINGTON AVE.
GARDEN CITY, L.I.



CLIMAX
SQUARE TOP
PAPER CLIPS

Pat. Applied For The Best and Most Economical Paper Fastener on the Market. Sold Direct from Factory to User.

Packed 1,000 to the Box.

1,000 Postpaid on receipt of 25 cents.
6,000 Postpaid on receipt of One Dollar.

Packed 10,000 to the Box,
F. O. B. Buffalo.

50,000.....8c	per 1,000
100,000.....6½c	per 1,000
500,000.....6c	per 1,000

Buffalo Automatic Mfg. Company
457 Washington Street Buffalo, N. Y.

incident shows the trend of the hour in advertising—specialization and concentration.

If they could only see it, there are many concerns who could afford to employ a man to give his entire time to their correspondence in order that its direct and indirect "sales potentiality" might be utilized to the fullest extent.

To Help Organize Tobacco Merchants' Association

To further the organization of a newly instituted body, the Tobacco Merchants' Association of the United States, a committee of representatives of the tobacco-trade press has been appointed. Preliminary conferences have resulted in a prospectus for the new association, and several of the largest manufacturers in the country, as well as many of those smaller, are said to have promised their memberships. A variety of subjects is to be embraced by the proposed organization, maintaining permanent headquarters in New York and representatives in every city. Price-maintenance legislation, the protection of trade marks, tobacco propaganda and information and statistics are some of the topics included.

The committee consists of C. F. Crosby, Tobacco, chairman; Curtis A. Wessel, United States Tobacco Journal, vice-president; P. J. Farley, The Retail Tobacconist, secretary; Carl Werner, The Tobacco Leaf, treasurer, and J. Lawton Kendrick, The Tobacco World, assistant secretary.

Wyche Greer has resigned as general manager of the El Paso Morning Times to go with the Fort Worth Record in a similar capacity.

WANT-AD MEDIUMS

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Av. '14, 19,414.

The Portland, Me., Even'g Express and Sun. Telegraph carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sun., is the leading want ad medium of the great N. W. carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in '14, 116,791 more individual Want Ads. than its nearest competitor. Rates: 1½c a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

Chester, Pa.—The Times and Republican cover afternoon and morning field, in a community of 120,000 population.



Classified Advertisements

ADVERTISING WRITERS

Agents and Managers employ me on advertising piecework beyond the scope of their regular staffs at regular staff prices. Authoritative, entertaining or technical copy. Scientific advertising research. Box 610, c/o P. I.

Advertising Letters, Circulars, folders, etc., I have written for others formed solid foundation for substantial business growth. Perhaps my copy will do as much for YOU. Why not investigate? Send samples of advertising for FREE opinion and advice. AD-MAN, 5644 Prairie Ave., Chicago, Ill.

BUSINESS OPPORTUNITIES

The oldest daily newspaper, city of 25,000, because of death, offers entire ownership to a pushing newspaper man who can invest a few thousand dollars. Splendid opportunity for right man. Address Owner, Box 680, c/o P. I.

FEMALE POSITION WANTED

Secretary or assistant to adv. mgr. in position where executive ability and initiative are required, by young lady with record for achievement—five years' advertising experience. Columbia University Student Advertising. Box 675, c/o Printers' Ink.

Secretary—College graduate; stenographer and typist; agency experience; thorough grasp of the different branches of advertising; able to handle correspondence and relieve executive of detail; thoroughly appreciates the need for accuracy and neatness; wants position with advertiser, agency or publisher, where adaptability, intelligence and judgment will be appreciated. Box 672, c/o P. I.

FOR SALE

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

HELP WANTED

WANTED—A young artist experienced in newspaper lay-out and advertising work. State salary desired and submit samples. Address H. I. Janke, Art Department, The Washington Post, Washington, D. C.

WANTED—Two or three high class stenographers and typewriter operators, male preferred, who are familiar with securing business by mail. Prefer them to have a knowledge of carriage and automobiles, both finished and in the parts. Address, Manufacturer, Box 666, care of Printers' Ink.

WANTED—EXPERIENCED FARM PAPER ADVERTISING SOLICITOR to work local and foreign field. Oklahoma Farmer-Stockman, Oklahoma City, Okla.

WANTED—An experienced, successful salesman for Direct Advertising Service. Must know good copy, printing, layouts, and be capable of directing Advertising Campaigns. State experience, present and previous connections. Unusual opportunity for a competent man. Address "Greater Boston," c/o P. I., N. Y. C.

POSITION WANTED

Space Buyer—Copy Writer for N. Y. City agency only. Have specialized on agency rate and copy work. Good correspondent. Clean record. Salary \$30. Box 690, care of Printers' Ink.

Experienced advertising man desires position with agency or can take charge of or assist in advertising department of national advertiser. Good copy writer and layout man. Address Box 629, care of Printers' Ink.

A-1 Artist and Writer. Draws illustrations, lettering, designs. Writes, plans, makes dummies, layouts. Extended agency experience. Can take entire charge of large or small dep't. Convincing specimens and references. Employed now, seeks another position. Box 676, c/o P. I.

You Can Count on Me

to write your sales letters, produce copy that "pulls," handle detail office work as asst. mgr. Experience as advertising solicitor, real estate office, college and advertising school training. Age 22; opportunity first salary unimportant. Box 668, care of Printers' Ink.

LADY ADVERTISING SPECIALIST WITH PATENT MEDICINE EXPERIENCE

Wants position in any city. Capable Advertising and Sales Manager, Copywriter and Space Buyer. A-1 Credentials. No position as assistant accepted. State offer fully. Box 671, c/o P. I.

ADVERTISING ASSISTANT

who is able and eager to assume responsibility. Writer of successful copy, circulars, follow-up letters, catalogues. Experienced in detail advertising department. Several years' magazine and special advertising experience. Ability plus huge appetite for work. Convincing references. Box 681, c/o P. I.

12 YEARS' EXPERIENCE

in the application of art, engraving and printing as applied to business-getting. My originality, knowledge of cost, with my training as artist salesman and executive would be of value in the agency field as art director and supervisor of purchasing department. I am the right man for the right opening. Box 678, care Printers' Ink.

Efficient Assistant

Well educated, highly recommended man (American, 27) with exemplary habits and nine years' field and office experience as advertising and editorial assistant, stenographer-secretary, correspondent, reporter, proofreader, analyst, and office manager, is available because of war conditions. Willing to travel. Salary secondary to opportunity. Address, "Co-worker," Box 679, c/o P. I.

Young married man, good correspondent, with a knowledge of advertising. Have had sales, demonstrating and some window-dressing experience, also a knowledge of mechanics. Ambitious and determined to make good in advertising and sales promotion work. I want an opportunity with a growing business at a reasonable salary. A-1 references. Available Sept. 18. Box 669, care of Printers' Ink.

"NOT JUST 'AN ADVERTISING MAN,' BUT A PRACTICAL SALES BUILDER." A profit-earning advertising man, with 15 years' practical experience, desires a part time or a permanent JOB with one big or several small manufacturers, or an advertising agency that needs a GENUINE SERVICE man; my ability evidence and your knowledge of men will PROVE my value; I'm employed, never was out of work; do not drink; age 31, married. Wages are a secondary consideration; a practical, CAPABLE economist. Box 667, care of Printers' Ink.

Successful Advertising Manager, 33 years old, married, good habits, now employed, wants position offering larger field. Experience covers display, copy-writing, classified, form-letter, follow-ups, lay-outs, space buying, etc. Box A, Paint Rock, Ala.

PUBLISHING BUSINESS OPPORTUNITIES

Monthly farm paper, 100,000 circulation, located Middle West. Price \$25,000. Good opportunity. Harris-Dibble Company, 171 Madison Ave., New York.

BIG PUBLISHING OPPORTUNITY—An interest (\$40,000 to \$60,000, reasonable terms) in long-established industrial weekly. Seven (7) per cent and better on investment and handsome salary for right man. Address MIDDLE WEST, Box 672, care of Printers' Ink, New York.

STANDARD BOOKLETS

Highly Specialized ability to *write* and *design* and facility to *print* small and large editions of booklets, standardized 3½x6, in 8, 16 and 32 pages, with covers. Twelve standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 Style No. 1 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter-head. THE DANDO CO., 26-32 So. 3rd St., Philadelphia, Pa.

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ROLL OF HONOR

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy., 2c.; Sun., 17,158, 5c.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,501; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,733.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday 61,947; daily, 80,176. For Aug., 1915, 74,577 daily; 66,488 Sunday. The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 3 months 1915, 124,666.

Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 153,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914. Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. M. Liech. Actual average for 1914, 23,017.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For August, 1915, 133,228 daily; Sun., 163,587.

Chester, Pa.—Times, dy. av. '14, 9,161; Morning Republican, dy. av. Apl.-Sept., '14, 4,326.

Erie, Pa., Times, dy. Aver. circulation, '14, 23,270; 27,731 av., August, '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

West Chester, Pa., Local News, dy., W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exc. Sun. A.B.C. audit to March 31, 1915, 19,130.

York, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Newport, R. I.—Daily News, eve., 66th year. Covers field. Circulation for 1914, 4,845.

Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (©©) Sun., 33,018. (©©) The Evening Bulletin, 48,772 av. net paid for '14.

Janesville, Wis., Gazette. Daily average, 1914, 7,129. April, 1915, average, 7,579.

GOLD MARK PAPERS

Bakers' Helper (©©) Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Worcester, Mass., L'Opinion Publique. (©©) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (©©) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (©©) the recognized authority of the Dry Goods and Department Store trade.

New York Herald (©©) Whoever mentions America's leading newspapers mentions the New York Herald first.

N. Y. Scientific American (©©) has the largest cir. of any tech. paper in the world.

THE PITTSBURG
(©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (©©) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Milwaukee, Wis., Ev'ng Wisconsin (©©) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

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Over 2000 Chicago Stores

—High grade Grocery Stores and Drug Stores—are now displaying in their windows the sign of which the above is a miniature reproduction.

Every advertiser whose product is sold through grocery stores and drug stores thus gets the *immediate co-operation of 2000 dealers the minute his advertising appears in THE CHICAGO TRIBUNE.*

Over 2000 window signs back up his advertising.

Over 2000 window signs *remind* Chicago's 500,000 housewives of the products they have read about in The Chicago Tribune's advertising columns.

Moreover, a 20,000-line campaign of publicity now running in The Tribune, is teaching Chicago's housewives *what this sign means* to them. Probably no other newspaper in the world has ever given its advertisers such valuable co-operation.

The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation Over { 500,000 Sunday
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City

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